

IMPACT MAGAZINE

Canada's Best Source of Health & Fitness Information

30 years of inspiring you to live your best life!

CALGARY • VANCOUVER • TORONTO • DIGITAL

MALINDI ELMORE

Canadian Record Holder for the Marathon
2021 Cover Athlete

 JON ADRIAN

2022 Media Kit

Engaging.

Inspiring.

Transforming.



Our Story

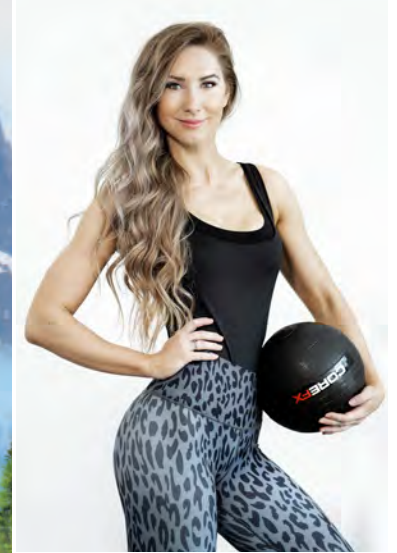
IMPACT Magazine has been providing Canadians with expert advice on health, fitness, and sports performance since the fall of 1991. Now in its 31st year, IMPACT is one of the longest-standing, independently owned, and most trusted magazine brands in Canada.

From the beginning, athletes ranging from Olympians to weekend warriors have turned to IMPACT for advice and information they can trust and use to pursue their own fitness journeys.

As a former fitness industry professional, publisher Elaine Kupser wanted to share relevant and credible information on health and fitness while also providing a venue for experts and business owners to showcase their expertise and brands. Despite the burgeoning fitness industry, in the early 1990s, Canada did not have any health or fitness magazines on the market. Kupser led the way in this sector of publishing. IMPACT Magazine began in Calgary, Alberta with just a \$5,000 investment and a dream and has now built a national network that highlights inspiring athlete stories, offers reputable content, and presents a credible platform where brands can confidently promote themselves.

Over the years, IMPACT has grown and expanded its reach into Vancouver and Toronto – and beyond. The company has created a reputation of integrity and reliability and developed fiercely loyal readers. Its community involvement program has supported hundreds of events, races and athletes over the years making IMPACT a well-known and loved brand.

Today IMPACT is available to readers worldwide through its digital platforms and online presence, but is still proudly Canadian. More than 250,000 people read each issue of IMPACT.



Our Brand

At IMPACT Magazine, we are passionate about health, fitness, nutrition and sport performance. We've invested 30 years in inspiring and motivating readers to forge ahead on their own fitness journeys while creating a trusted brand with a loyal readership for our advertisers. Using the top experts in their fields, our stories inform and entertain readers, providing the knowledge they need to inspire an active lifestyle.

Key Facts

SIX ISSUES PER YEAR, PRINT + DIGITAL
CONTROLLED DISTRIBUTED BI-MONTHLY

Vancouver • Calgary • Toronto

900,000 print & digital readers, annually

TARGETED DISTRIBUTION TO MAXIMIZE REACH

1,500 retail locations & special events

Related to the health, fitness and sports industry

ONLINE

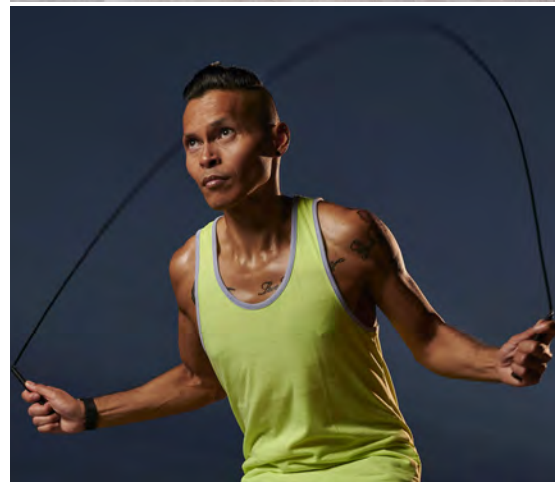
11,400 newsletter subscribers

9,100 website users, monthly

SOCIAL

38,200 followers on    

997,649 impressions 



Marketing Solutions

- IMPACT an Active Audience
- Share your brand multiple ways to engage readers who are always looking for the best health, fitness, nutrition and sports performance information IMPACT has to offer. We produce end-to-end marketing solutions.



PRINT & DIGITAL EDITIONS

- Brand advertising / sponsored content
- Gear & product reviews



E-NEWSLETTERS

- Newsletter banners / dedicated emails

ONLINE VIA IMPACTMAGAZINE.CA

- Leaderboard & box ad banners
- Expanded sponsored content articles



SOCIAL MEDIA

- Boosted posts
- Custom contests
- Instagram Live take-overs
- Instagram story frames



SPONSORED CONTENT

- Feature story in print and/or online and social media



BRAND EXTENSIONS

- Canada's Top Fitness Trainers & Instructors
- SWEAT ACROSS CANADA
- Fitness & Sports Industry Resilience Awards

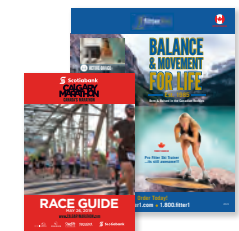
ADVERTISING FEATURES

- RACE SOURCE GUIDE, Top Docs & Medical Champions
- Holiday Gift Guide



CUSTOM PUBLISHING

- Publications, marketing & sales tools
- Inserts, bind-ins, tip-ons, blow-ins, sampling



AFFILIATE MARKETING

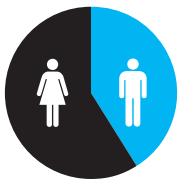
- Product placement and e-commerce

Our Demographics

Who reads IMPACT Magazine?

IMPACT readers are highly educated, have generous household incomes and are active in several sports. Our readers are loyal to our brand with **49%** reading the magazine for 10 or more years. **Over 30 years, more than 12 million copies of 180 magazines have been read by an estimated 32 million readers.**

OUR READERS ARE...



59% Female, **41%** Male

AGES

25 – 34 (**21%**); 34 – 44 (**31%**); 45 – 54 (**27%**); 55 – 64 (**17%**); Below 25 or over 65 (**4%**)

EDUCATION

62% Bachelor's degree or higher

HOUSEHOLD INCOME

58% 100K and over

SPENDING HABITS

- **83%** Use natural health products (vitamins, supplements)
- **80%** Own one property
- **79%** Use sport supplement products
- **75%** Purchase at least two pairs of running shoes/year
- **70%** Shop at health food stores
- **45%** Spend over \$1,500 on travel/year
- **45%** Spend over \$500 on fitness apparel/gear per year
- **28%** Are considering buying a new vehicle within a year
- **20%** Are considering buying a new home within a year

Thank You IMPACT Magazine for being there with me the whole time. It was an honour to be asked to be a part of this amazing group and this amazing magazine that delivers such good positive messages to so many people.

- **KURT BROWNING** (Olympic Figure Skater)

IMPACT Magazine shares stories, it allows us to look beyond our horizon and dream of what could be.

- **MARTIN PARNELL** (World Class Athlete, Speaker and Philanthropist)

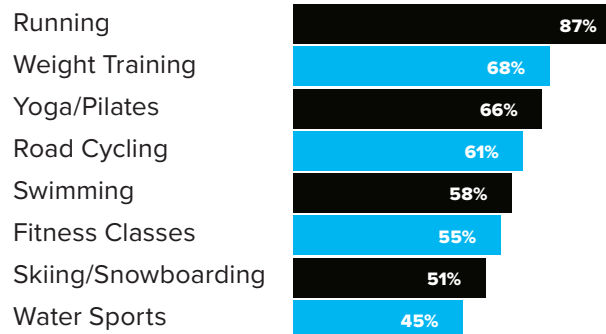
IMPACT brought me to the forefront and helped my business grow.

- **SANDRA BUECKERT** (Owner One on One Personal Fitness)

The beautifully crafted magazine with clear writing and strong photography, continuously develops content that is laser focused on the needs of its audience – those who aspire to be fitter and healthier. It's like a trusted coach: it motivates and inspires.

- **SUZANNE TRUDEL** (ED AMPA)

SPORT / ACTIVITY PARTICIPATION



100% Plant-based

IMPACT Magazine is proud to only feature 100% plant-based food and nutrition content. With the help of our expert contributors, and solid research-based, responsible editorial, we believe presenting the healthiest options for our readers is the most powerful pathway to good health, improved fitness, recovery, sports performance as well as sustainability.

Our Food & Nutrition section has become one of our most highly-read, and interactive departments both in print and online, and who doesn't want a little extra flavour, inspiration and great food in their life?

Every issue, IMPACT presents ways to incorporate a whole-foods, plant-based diet in a positive, educational and delicious format - with the utmost integrity. We believe that the science speaks for itself and is hard to ignore. The top experts in their fields are among our nutrition contributors, and our vegan foodies are the best!

Athletes who have switched to a plant-based diet have experienced improved results in training, competition and recovery, and a plant-based diet has been linked to lower risk of obesity and chronic disease.

We are passionate about food and we're serious about our readers' health. And we have great recipes.



In Every Issue of IMPACT

COVER FEATURES

Read inspirational stories from Olympians to celebrity chefs and Canada's Top Fitness Trainers. What motivates them and what can they teach us?

RUNNING

Our readers love to run and every issue includes stories on both road and trail running, ranging from technical running tips to training plans. Advice from top experts, trainers and coaches.

FITNESS

From the benefits of weight training to yoga to connecting with nature we've got your fitness needs covered with the latest trends from the top experts in their fields.

WORKOUTS

Every issue you can rely on workouts from Canada's top trainers and instructors with step-by-step instructions to deliver real fitness results.

PLANT-BASED NUTRITION

Expert advice from the top plant-based nutritionists on healthy eating habits, supplementation and foods to support your athletic performance and best health practices.

RECIPES

Delicious plant-based recipes from top chefs and food bloggers around the world. Food even non-vegans will love.

SPORTS MEDICINE

Cutting edge news from the world of sports medicine. Top doctors share their knowledge on new therapies and strategies for injury prevention and treatment.

GEAR & APPAREL

The latest, most stylish gear around. Running and trail shoe reviews, gym fashion, yoga wear, outerwear and running apparel and technology to make you look and feel great.

ATHLETES WITH IMPACT

Some of the most moving stories you'll ever read, these inspiring athletes have faced significant physical or mental challenges and have come out stronger than ever.

TRAVEL

The best places to visit for an active vacation. From exotic to local, our travel stories will inspire you to step into a new adventure.

HEALTH & WELLNESS

Top experts from around the world share advice on how to maintain your mental and physical health and maximize your wellness.

Have an editorial suggestion?

Contact Elaine Kupser, Publisher & Editor-in-Chief at elaine@impactmagazine.ca.



2022 Editorial Calendar



FEBRUARY/MARCH 2022

- Canada's Top Fitness Trainers & Awards
- Inspirational workouts for the new year
- The 2022 Fitness & Sports Industry Business Resilience Awards



APRIL/MAY 2022

- Training plans to run your best race
- Annual road running shoe review
- Gear & gadgets to help you cross the finish line
- RACE SOURCE GUIDE & Event Calendar



MAY/JUNE 2022

- Top destination marathons
- Bucket list outdoor adventures & staycations
- Our favourite spas & culinary vacations
- IMPACT Magazine's Ultimate Fan



JULY/AUGUST 2022

- Ice baths and cold water therapy
- Annual trail running shoe review
- Top hiking spots
- Foods to take backpacking



SEPTEMBER/OCTOBER 2022

- Canada's Top Vegan Influencers
- Falling back into our fitness routines
- Top gym and yoga fashions
- Why a plant-based diet is essential for health



NOVEMBER/DECEMBER 2022

- Running adventures in the snow
- Cross training with cross-country
- Winter wellness for skincare
- Holiday recipes

2022 Advertising Features



CANADA'S TOP FITNESS TRAINERS & VIRTUAL AWARDS CEREMONY

Share the amazing features of your facility with our health conscious readers. Then invite them to continue their fitness journey with you through our club pass program!



RACE SOURCE GUIDE

Canada's original and most comprehensive list of races in 2022 from large to small including running, triathlon, adventure, duathlon, obstacle course, cycling and fitness events.



BEST OF FOOD – SECOND EDITION

Our Second Edition of our award winning 'Best of FOOD & Nutrition' issue will again feature our best plant-based content and recipes from the past plus new recipes from top chefs in North America.



TOP DOCTORS & MEDICAL CHAMPIONS

Shine a spotlight on your medical practice and introduce your facility and all it offers to our health-conscious readers.



HOLIDAY GIFT GUIDE

Show off your best health and fitness products for the holidays along with our biggest contest of the year and give readers some holiday shopping ideas.



AFFILIATE MARKETING

Join our new affiliate marketing program for our recommendations on the latest in health, fitness and wellness products and professional services.

Advertising

Rates

Advertising rates for IMPACT Magazine are based on distribution and ad frequency. **All print advertising is automatically included in the digital edition at no additional cost.**

TERMS & CONDITIONS

- Rates are for printed advertising space on a per-issue basis.
- VISA, MasterCard and e-Transfer accepted; GST additional.
- All advertising must be prepaid by creative due date unless advertiser or agency has established previous credit prior to printing.
- Credit terms are net 30 days from date of invoice. Past due accounts will forfeit frequency discounts and are subject to an additional service charge of 2% per month (24% per annum).
- No cancellations accepted after creative due date.
- 15% discount available for non-profit organizations.

MECHANICAL CONDITIONS

- Advertising must be supplied by client to IMPACT Magazine specifications (see page 12).
- Rates for professional advertising design are available upon request.
- Position of advertising is at the discretion of IMPACT Magazine, except when guaranteed by contract. The Publisher reserves the right to refuse any advertisement deemed objectionable or inappropriate.
- Advertisers assume liability for contents of all advertisements printed.
- **Custom campaign options include:** bind-ins, sampling, tip-ons, blow-ins, special sections and more.

ADVERTISE IN 1 CITY Choose: Calgary or Vancouver

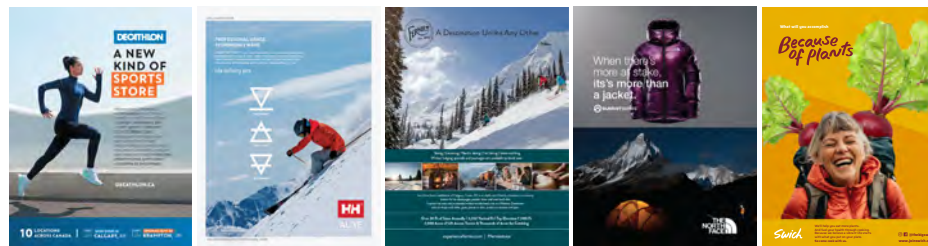
| NUMBER OF ISSUES |
|----------------------------|
| Full Page |
| 1/2 Page |
| 1/3 Page |
| Community Ad (1/4 Page) |
| PREMIUM POSITIONS |
| Outside Back Cover |
| Inside Front or Back Cover |
| Double Page Spread |
| Reach Per Issue |

| 1X | 3X | 6X |
|----------------|-------|-------|
| 3,225 | 2,875 | 2,525 |
| 2,500 | 2,250 | 1,950 |
| 1,750 | 1,525 | 1,275 |
| 625 | N/A | N/A |
| 1X | 3X | 6X |
| 4,075 | 3,675 | 3,225 |
| 3,575 | 3,225 | 2,875 |
| 6,150 | 5,475 | 4,800 |
| 84,000 Readers | | |

ADVERTISE IN 2 CITIES Both: Calgary and Vancouver

| 1X | 3X | 6X |
|-----------------|--------|-------|
| 5,975 | 5,325 | 4,675 |
| 4,625 | 4,125 | 3,575 |
| 3,255 | 2,750 | 2,350 |
| N/A | N/A | N/A |
| 1X | 3X | 6X |
| 6,775 | 6,425 | 6,000 |
| 6,425 | 5,975 | 5,325 |
| 11,350 | 10,000 | 8,875 |
| 168,000 Readers | | |

12 Million Magazines Published • 32 Million Readers



Added Value

Make an IMPACT with your products

With each print insertion in IMPACT Magazine, you can choose to showcase your product for free in one of our 'IMPACT Picks' gear features. These features are included both the print and digital editions as well as on impactmagazine.ca and drive readers to your product while enhancing the visibility of your brand.



IMPACT PICKS

The Future of Wearable Health

EDITOR'S PICKS BY KATY WHITT

Hexoskin PRO SMART CLOTHING

This best-in-class smart garment comes with a comfortable base layer smart shirt with integrated sensors. Data can be visualized in real-time with the Hexoskin App on iOS and Android smartphones and tablets.

\$730.00 | WWW.HEXOSKIN.COM

Polar VELOCITY SENSE & M2 ARMBAND

Polar Velocity Sense is a versatile high-quality optical heart rate sensor that measures heart rate from your arm or temple with maximum freedom of movement.

\$129.99 | WWW.POLAR.COM

Muse MUSE 2 HEADBAND

Muse is a brain sensing headband and the first widely available consumer tool to provide users with real-time biofeedback on your meditation state using auditory cues helping you better relax, meditate, and rest - allowing you to refocus during the day and recover overnight.

\$299.99 | WWW.CHOOSMUSE.COM

Hapbee SMART WEARABLE

A truly innovative wellness wearable that allows you to control your sleep, your energy, your focus or your anxiety by means of a headband controlled by an app.

\$500.00 | WWW.HAPBEE.COM

Garmin FORERUNNER 55

An easy-to-use GPS smartwatch designed for people of all skill levels. Health features include stress tracking, Body Battery energy monitoring, intensity minutes, fitness age, respiration tracking and women's health tracking.

\$199.99 | WWW.GARMIN.COM

TruLight LIGHT THERAPY EYEWEAR

TruLight® utilizes ground-breaking LED technology to safely and effectively help stimulate cellular healing, muscle recovery and collagen production. Pulsating or steady light options assist in healing and pain relief.

\$60.70-\$122.00 | WWW.TRUEDARK.COM

Stryd POWER METER

Stryd tracks your running power - the fastest way to your next personal best. Running power accounts for your speed, slope, run form, fatigue, and wind to deliver improved pacing wherever you run.

\$299.00 | WWW.STRYD.COM

Biostrap RECOVER SET

Utilizing a clinically reliable biosensor, the Biostrap wrist-worn device captures advanced biometrics, analyzes sleep quality and provides actionable insights to empower users to optimize their sleep, recovery and overall performance.

\$385.00 | WWW.BIOSTRAP.COM

Oura Ring OURA RING GENERATION 3

This wearable health platform delivers accurate personalized health data, insights, and daily guidance. The ring tracks all stages of sleep and accounts for daily activity to provide practical steps for long-term improvement.

\$299.00 | WWW.OURARING.COM

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Print Specifications

General Guidelines

FILE PREPARATION

- Place crop and printer marks outside the bleed area.
- Avoid using 4 colour black for body text.
- Ads requiring changes must be sent as packaged InDesign files with all fonts/images included.
- All special photography, scanning, cropping, retouching, illustrations, typesetting and design will incur production charges.
- Final proofing is the responsibility of the advertiser.

ACCEPTED FILE FORMATS

- Adobe .PDF (X1-A preferred) with bleed and trim marks.
- Raster/Photoshop TIFF or EPS with embedded fonts.
- Vector/Illustrator .EPS or .AI with text turned to outlines.

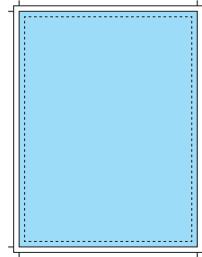
FILE SUBMISSION

Files should be submitted at 300 DPI and in CMYK colour. Pantone colours are not accepted and may cause issues during conversion if used with transparency.

- **Files under 10mb:** Email directly to design@impactmagazine.ca.
- **Files over 10mb:** Upload and send using WeTransfer/ Dropbox to design@impactmagazine.ca.

QUESTIONS?

Contact **Art Director** at design@impactmagazine.ca.



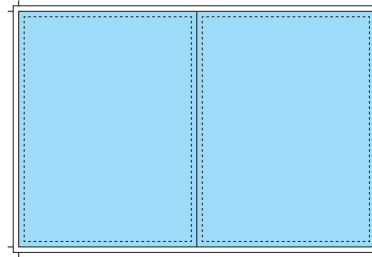
Full Page

Trim: 8.125" x 10.75"

Bleed: 8.625" x 11.25"

Live Area: 7.125" x 9.75"

Do not place type within 0.25" of the trim

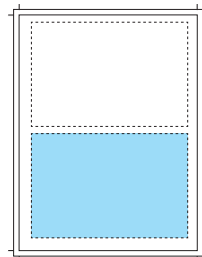


Double Page Spread

Trim: 16.25" x 10.75"

Bleed: 16.75" x 11.25"

Live Area: 15.75" x 10.25"

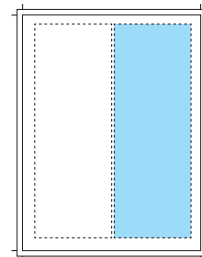


Horizontal 1/2 Page

Trim: 7.125" x 4.75"

Bleed: N/A

Live Area: N/A

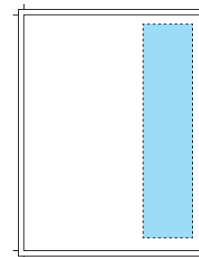


Vertical 1/2 Page

Trim: 3.5" x 9.75"

Bleed: N/A

Live Area: N/A

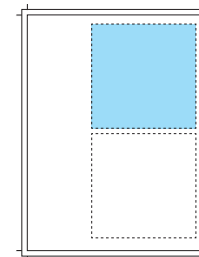


Vertical 1/3 Page

Trim: 2.25" x 9.75"

Bleed: N/A

Live Area: N/A

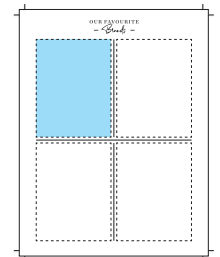


Square 1/3 Page

Trim: 4.75" x 4.75"

Bleed: N/A

Live Area: N/A



Our Favourite Brands 1/4 Page

Trim: 3.25" x 4.25"

Bleed: N/A

Live Area: N/A

Sponsored Content

Share your story with IMPACT readers through a sponsored content page in print, digital or on impactmagazine.ca.

HOW IT WORKS

You can either write the story yourself or IMPACT can provide editorial services to help you craft a professional final product. Once written, our creative team will incorporate the article into an inspiring format that engages readers.

Print edition sponsored content pieces can be up to 325 words with 1-2 photos and your logo.

Sponsored content pieces on IMPACT's website can also incorporate video, as well as additional photos, logos and graphics. And, there is no restriction on word count for your story online!

Your sponsored content article will also appear once in IMPACT Magazine's weekly e-newsletter along with one boosted Facebook post.

| PRINT RATES | |
|--|-------|
| Cost of full page print ad (see page 10) | |
| ONLINE RATES | |
| Supplied Content | 1,500 |
| Your text, images and/or video | |
| IMPACT Produced | 3,000 |
| Custom written text + your images and/or video | |

PRINT



AOR - providing safe, evidence-based health care supplements

The Calgary nutraceutical company is an innovator in natural health products putting the needs of the consumer first



Photo: Dr. Navvrat Nibber, ADR's Medical Advisor and Brand Educator

Leading natural health solutions to chronic illness or disease is becoming more common today, but that wasn't always the case when Dr. Navvrat Nibber, PhD was a pharmacist 30 years ago. His frustration that there weren't nutritional supplements available to those suffering from ADR led him to investigate and source his own compounds which in turn led to him founding Advanced Orthomolecular Research (AOR), now a leading supplier of natural health supplements in North America.

What makes AOR stand out to their thorough research into raw materials, some of which are supplied from countries

Sponsored Content

Including India, China and within Europe. "Once we have made a determination about the specific requirements of the raw material, based on available literature, we then look at vendors and sources," says Dr. Navvrat Nibber, ADR's Medical Advisor and Brand Educator. "We need to ascertain the correct source and ask are there any environmental or sustainability considerations we need to know about?"

ADR manufactures at their own plant in Calgary. This has its advantages as they can control and ensure no contaminants are introduced at any time and they are constantly testing from the time they start processing to outputting the finished product.

"The safety of our consumers is a high priority."

Dr. Navvrat Nibber
ADR's Medical Advisor and Brand Educator

The final product undergoes rigorous clinical trials and must meet regulatory standards from Health Canada which has to give its stamp of approval with a Natural Product Number (NPN). ADR has its own quality standards and is also guided by Canadian Good Manufacturing Process (CGMP) in its best practices.


ADR has a vast array of products with the Bone 5 Joint Health supplements proving to be the most popular. "We produce these from a therapeutic and preventative angle ensuring we have products for every age," Nibber explains. "In your 30's you may need co-factors to help build bone but later on helping to encourage bone re-modelling on a cellular level is important."

When designing products ADR research different populations to ascertain who will benefit. For their gluten free and vegan supplements, they ensure there aren't any impurities, particularly any allergens or animal by-products.

For 30 years, ADR has been an innovator in providing safe, science-based, quality health products and looking forward they will continue to evolve and adapt to consumer needs. "As a dynamic company we will continue to follow the science and engage with our customer base. The safety of our consumers is a high priority," says Nibber.





EMAIL



Travelling the World with IMPACT

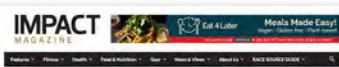

30 top fitness travel destinations from IMPACT Magazine over 3 decades

HUAWEI WATCH 3 Pro - taking wearables to the next level!


Designed for the population who care about their health and fitness and want to access information 24/7.

ONLINE


Running Shoe Technology Takes a Huge Leap Forward

The new adidas ADFWD (Advanced Digital Footwear) is a game-changer in running shoe technology, offering a more personalized fit and improved performance. It's a perfect example of how technology is revolutionizing the way we think about running shoes.




HUMANITY WATCH 3 Pro - taking wearables to the next level!

The new Humanity Watch 3 Pro is a game-changer in the wearable market, offering a more personalized fit and improved performance. It's a perfect example of how technology is revolutionizing the way we think about wearables.




Outdoor Running Motivation Check

Running is a great way to stay motivated and healthy. Here are some tips to help you stay motivated and healthy while running outdoors.




ADRS - providing safe, evidence-based health care supplements

ADRS is a leading supplier of natural health supplements in North America. We provide safe, science-based, quality health products and looking forward they will continue to evolve and adapt to consumer needs.



HUMANITY Canada Returns to Perfect

The new Humanity Canada Returns to Perfect is a game-changer in the wearable market, offering a more personalized fit and improved performance. It's a perfect example of how technology is revolutionizing the way we think about wearables.



ADIDAS ADFWD

The new adidas ADFWD (Advanced Digital Footwear) is a game-changer in running shoe technology, offering a more personalized fit and improved performance. It's a perfect example of how technology is revolutionizing the way we think about running shoes.

Online Advertising

Expand Your IMPACT Online

impactmagazine.ca offers engaging content including news, editorial features, workouts, delicious recipes and running, cycling and swim training plans.

LEADERBOARD & BOX BANNER ADS

Our site offers responsive sizing and a shared ad pool that only rotates with the initial page load.

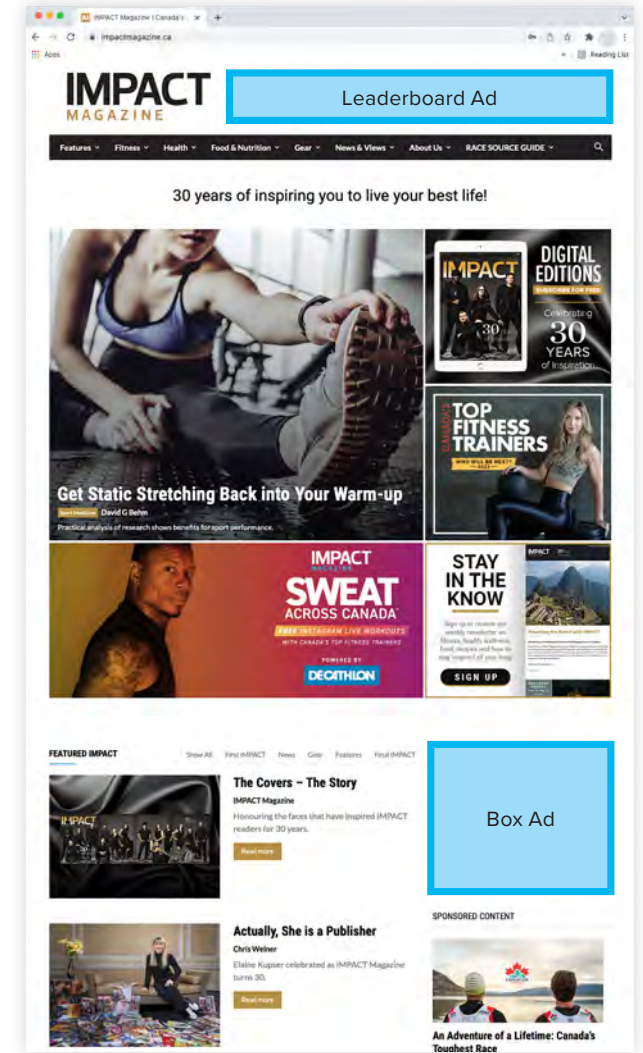
STORY SPONSORSHIP

Individual IMPACT Magazine stories can also be sponsored with banner ads and video at the bottom of the article to promote your brand.

| ADVERTISING TYPE | RATE |
|---|-----------|
| A Leaderboard Ad 728 x 90 pixels (require 320 x 50 pixels for mobile) | 800/month |
| B Box Ad 300 x 250 pixels | 800/month |
| C Story Sponsorship 600 x 200 pixel banner + embedded video | 750 |

STATISTICS MONTHLY INSIGHTS

12,763 Users
14,084 Sessions
21,078 Pageviews
1.50 Pages / Session



PACKAGE IT UP!

Let us customize your campaign with print, digital, newsletter and social!


Social Media & E-Newsletters

Top-Of-Mind Presence

SOCIAL MEDIA

Join IMPACT's health and fitness community on social media and boost your content to our followers on Facebook.

 [@IMPACTMAGCANADA](#)
25,376 followers
997,649 impressions, annually

 [@IMPACTMAG](#)
9,500 followers
16,500 organic reach, monthly

 [@IMPACTMAG](#)
5,500 followers

 [@IMPACT-MAGAZINE](#)
950 followers

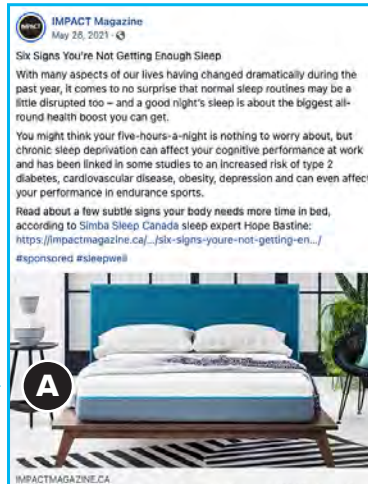
| ADVERTISING TYPE | |
|---|----------------------------------|
| Available to print advertisers only. See your rep. for pricing. | |
| A | Instagram Story Takeover |
| | Instagram Story or Facebook Post |
| | Online Contest |

WEEKLY E-NEWSLETTER

11,413 subscribers

Sent out every Friday, the IMPACT E-Newsletter averages a 38% open rate and is a trusted resource for news, editorial features, product reviews and amazing contest opportunities.

| ADVERTISING TYPE | |
|------------------|---------------------|
| B | E-Newsletter Banner |
| | 200/each |
| | 600 x 200 pixels |



IMPACT Magazine
May 26, 2021

Six Signs You're Not Getting Enough Sleep

With many aspects of our lives having changed dramatically during the past year, it comes to no surprise that normal sleep routines may be a little disrupted too – and a good night's sleep is about the biggest all-around health boost you can get.

You might think your five-hours-a-night is nothing to worry about, but chronic sleep deprivation can affect your cognitive performance at work and has been linked in some studies to an increased risk of type 2 diabetes, cardiovascular disease, obesity, depression and can even affect your performance in endurance sports.

Read about a few subtle signs your body needs more time in bed, according to Simba Sleep Canada sleep expert Hope Bastine:
<https://impactmagazine.ca/.../six-signs-youre-not-getting-en.../>
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Weekend Paddle Boarding Adventures

Get Active

Explore the water with SUP tips from multi-time SUP World Champion, Lina Augaitis

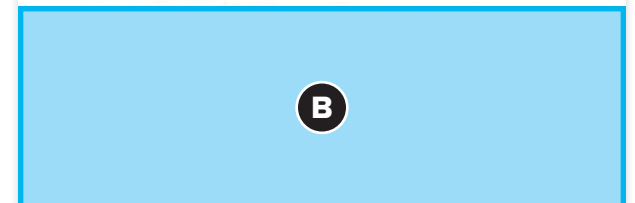
Stand-up paddleboarding (SUP) is an incredible sport that's easily accessible at any age or skill level and can be done on most bodies of water.

The community that surrounds the sport of SUP is one of acceptance, giving, and encouragement. Seek out other SUP lovers and go out and explore the possibilities.

Before you head out on the water, be sure to take appropriate courses and learn the skills and the safety measures needed to return home with stories to share and memories to hold. Also if possible, check out your local SUP shop for upcoming clinics, courses, and events.

Always remember to stay safe, have a plan, tell someone your plan, know your limits, check the weather, wear and have the correct safety gear and of course, have fun out there.

[Read more](#)



Seven Adventure Dogs and a Cat on Instagram

Get Active

If you love hitting the trails with your four-legged buddy then you'll love our top picks for Instagram's top Canadian adventures dogs – and one cat.

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WINTER CALLS

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WELCOME!

SEVERAL years ago, I wasn't exactly a fan of cross-country skiing. I did it grudgingly, to offset the training for my other sports. But along the way something magical happened: the more I improved, the more I started to like it. Today, I get excited about hitting the trails and cross-country skiing has become my primary winter sport.

This special feature is meant to do the same thing for you: it provides the tools, the knowledge, and the inspiration to what your appetite for cross-country skiing.

I encourage you to take lessons and journal with others who love the sport or have the same interest in developing their skills. Cross-country skiing is as much about a community as it is about glides, so invest the time and you'll experience some magic for yourself.

Whether you're a complete beginner or a seasoned expert, I highly recommend SilverStar Mountain Resort's XC Supercamp program. It's a phenomenal way to help you kick off a great season of skiing.

Today, I'm such a fan of cross-country skiing that I live and work on the mountain and, I'm responsible for making sure our trails are in Nordic class shape every day. I hope to welcome you to Canada's largest daily groomed trail system this season.

Enjoy the glide!

Shere Landshelle
Nordic and Bike Programs Manager
SilverStar Mountain Resort

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WINTER CALLS

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WELCOME!

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For me, the best part about skiing is that I get to be in the sunshine.

— Catharine Pendrel

Catharine Pendrel
Bells won a bronze medal for Canada in cross-country mountain bike racing at the 2016 Summer Olympics in Rio de Janeiro.

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