

IMPACT MAGAZINE

Canada's Best Source of Health & Fitness Information

31 years of inspiring you to live your best life!

CALGARY • VANCOUVER • TORONTO • DIGITAL

2023 Media Kit

Engaging.

Inspiring.

Transforming.



BRENDAN BRAZIER

One of the world's leading authorities
on plant-based performance nutrition

2022 Cover Athlete

📷 SHIGGY ICHINOMIYA



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 32nd 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 31 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

FIVE ISSUES PER YEAR, PRINT + DIGITAL
CONTROLLED DISTRIBUTED

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

10,700 newsletter subscribers

11,333 website users, monthly

SOCIAL

42,610 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
- Sponsorship Opportunities



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

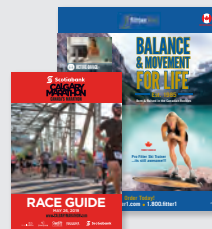
ADVERTISING FEATURES

- RACE SOURCE GUIDE
- Top Docs & Medical Champions
- Holiday Gift Guide
- Annual Health Club & Fitness Studio Guide



CUSTOM PUBLISHING

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



BRAND EXTENSIONS

- Canada's Top Fitness Trainers & Instructors
- SWEAT ACROSS CANADA
- RACE SOURCE GUIDE



SPONSORSHIP OPPORTUNITIES

- Canada's Top Fitness Trainers & Instructors
- Canada's Top Fitness Virtual Awards

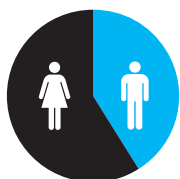
Our Demographics

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 31 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)

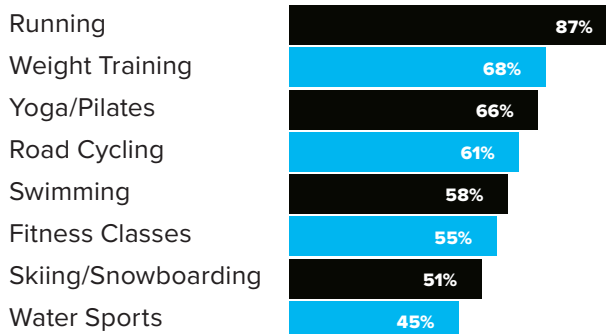
IMPACT brought me to the forefront and helped my business grow.

- **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 & Instructors. 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.



2023 Editorial Calendar



WINTER 2023

- Canada's Top Fitness Instructors & Awards
- Inspirational workouts for the new year
- How to choose a personal trainer



SPRING 2023

- 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



SUMMER 2023

- Adventure travel & staycations
- Annual trail running shoe review
- Top Canadian fitness escapes
- Fun on the water this summer



FALL 2023

- 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



HOLIDAY SEASON 2023

- Fitness Products
- Must-Haves for the Kitchen
- Gear & Apparel
- Health Products & Services
- Travel Packages



AMA MAGAZINE OF THE YEAR 2022

2023 Advertising Features



INSPIRATION ISSUE

CANADA'S TOP FINTESS INSTRUCTORS

- Sponsor our annual Canada's Top Fitness Instructors and Virtual Awards Ceremony.



INSPIRATION ISSUE

2023 HEALTH CLUB & FITNESS STUDIO GUIDE

- Share your health club or fitness studio story.



RUNNING ISSUE

RACE SOURCE GUIDE

- Canada's original and most comprehensive list of races in 2023 from large to small including running, triathlon, adventure, duathlon, obstacle course, cycling and fitness events.



SUMMER ISSUE

TOP DOCTORS & MEDICAL CHAMPIONS

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



WINTER DIGITAL

HOLIDAY GIFT GUIDE + 12 DAYS OF FITNESS GIVEAWAYS

- Show off your best health and fitness products in this wish list along with our biggest contest of the year.



AMA MAGAZINE OF THE YEAR 2022

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:** sampling, tip-ons, blow-ins, special sections and more.

ADVERTISE IN 1 CITY Choose: Calgary or Vancouver

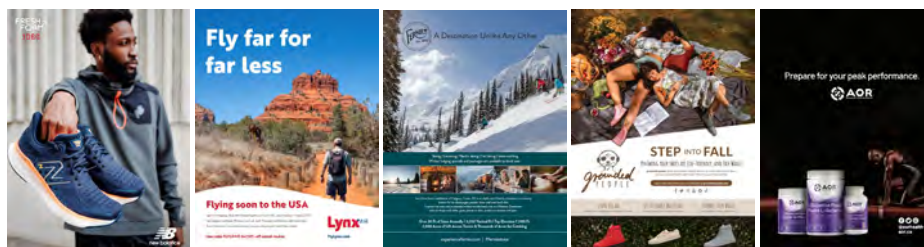
NUMBER OF ISSUES
Full Page
1/2 Page
1/3 Page
Community Ad (1/4 Page)
PREMIUM POSITIONS
Outside Back Cover
Inside Front or Back Cover
Double Page Spread
Reach Per Issue

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

In previous issues we've looked at performance-driven technology. This feature introduces the prominent players in the area of health that will give you real-time data to help you take your health and fitness journey to the next level.

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 VERITY SENSE & M2 ARMBAND

Polar Verity 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

TrueLight LIGHT THERAPY EYEWEAR

TrueLight* 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.TRUELIGHT.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

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

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

22 | 30th Anniversary Issue 2021 | IMPACT MAGAZINE

IMPACT MAGAZINE | 30th Anniversary Issue 2021 | 23

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.

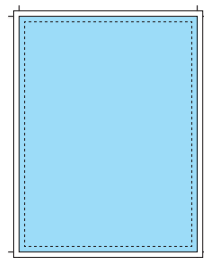
FILE SUBMISSION

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.



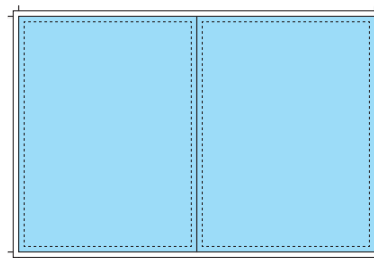
Full Page

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

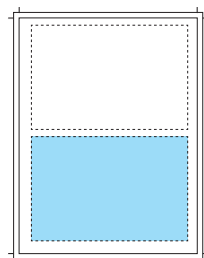


Double Page Spread

Trim: 16.25" x 10.75"

Bleed: 16.75" x 11.25"

Live Area: 15.75" x 10.25"

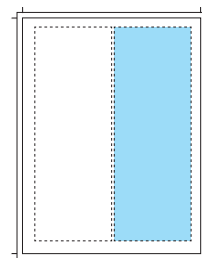


**Horizontal
1/2 Page**

Trim: 7.125" x 4.75"

Bleed: N/A

Live Area: N/A

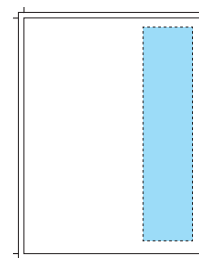


**Vertical
1/2 Page**

Trim: 3.5" x 9.75"

Bleed: N/A

Live Area: N/A

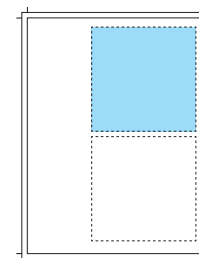


**Vertical
1/3 Page**

Trim: 2.25" x 9.75"

Bleed: N/A

Live Area: N/A

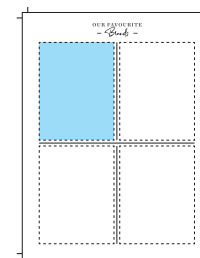


**Square
1/3 Page**

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

1,500 add-on to print • 2,500 digital only

DEDICATED E-NEWSLETTER

1,000

PRINT/DIGITAL EDITION



Artist's rendering of the \$60-million expansion soon to be completed.

Vivo for Healthier Generations Expansion Project Nears Completion

Get ready Calgary! With a massive facility expansion of over 50%, Vivo is just a few short months away from its grand opening

Vivo is a charity on a mission to raise healthier generations by inspiring a wholehearted mindset for healthy living. And with that mission, Vivo is expanding to be a more inclusive, accessible and sustainable community and a place for all generations to belong.

And now, the wait is nearly over, with Vivo's \$60-million building expansion close to being complete. Vivo will be welcoming the community back with a partial reopening in January 2023, and the grand opening event just around the corner in April 2023. And Calgary, you're going to love what they've done with the space!

Since 2012 Vivo has been adding the community what it takes to raise a healthier generation.

And with the community yearning for more social connection and deeper, more meaningful diversity and inclusion, Vivo has focused on creating a space where the community can grow together.

Get excited because this development is impressive. Vivo will be launching a first-of-its-kind indoor park and outdoor community hub, which will serve as gathering spaces. Enjoy the aquatic expansion with a six-lane 25-metre pool, sauna and steam rooms and an indoor lakeside experience with an on-deck fire pit.

"Vivo has incorporated more balance and mindfulness in the new space."

We're not done. There will be enhanced accessible fitness opportunities like HIIT and yoga classes, boutique-style studios including a spin studio and dance studio, certified LEED Gold-green building strategies, and a social innovation Collaboratory so the community can continue to bring its ideas to life.

Accessibility was an important consideration for the expansion, and Vivo has delivered with things like accessible equipment in the fitness centre and a fully accessible pool, complete with wheelchair ramp, pool lift, water wheelchair and more. Raising healthier generations can't be done alone and might happen when like-minded people, organizations, and communities take the time to share generously, listen openly, and make space for one another. These levels of government have been instrumental in saying "yes" to community, and soon Vivo will be able to share this platform they hope will inspire and move you to take action to live your best life.



Sponsored Content

The video begins in November. We'll see you soon, Calgary! We can't wait to welcome you back to Vivo in early 2023.

www.vivo.ca

EMAIL



Discover Canada's Newest Sports Experience

Decidua's model of making sports accessible to all is creating waves across Canada

Decidua isn't your ordinary sports store. It's a hub where sports enthusiasts of all ages can not only shop for affordable products but test them out before they buy. With over 65 sports and 7,000 products, the French company has been transforming sports and outdoor shopping habits since it opened its first store in Canada in 2018. Now with 11 stores in Canada, including their retail and automated warehouse concept store that opened in Calgary in November, sports have never been more accessible.



"Participating in sports shouldn't be a luxury," says Jaylene Lee, Decidua's CEO. Their fair pricing policy backs that up. "We use design and manufacture our own products, we challenge brands throughout the supply chain to give efficiency through volume and innovation, all in the name of making sports more accessible."

ONLINE



Photo: Lynx

Women's running performance gets an overdue boost with made-for-them performance footwear

By IMPACT Magazine

Running is a healthy heart workout that's been around for ages, but as the popularity of running grows, so does the need for better shoes. Here's how to choose the right one.

When you decide to start running, you're not just choosing a new hobby, you're also choosing a new way of life. It's a lifestyle that can help you stay healthy, lose weight, and improve your mood.

Before you start, it's important to choose the right shoes. Running shoes are designed to provide support and cushioning for your feet, which can help prevent injuries and keep you motivated to keep going.

There are many factors to consider when choosing a running shoe, including your foot type, the terrain you'll be running on, and your budget. Here are some tips to help you choose the right shoe for you.

First, determine your foot type. There are three main types of feet: normal, flat, and high-arched. Each type requires a different type of shoe to provide the best support and cushioning.

Next, consider the terrain you'll be running on. If you'll be running on a paved surface, you'll want a shoe with a cushioned sole. If you'll be running on a trail, you'll want a shoe with a more aggressive tread pattern.

Finally, consider your budget. Running shoes can range from around \$50 to over \$100. While it's tempting to go for the cheapest option, it's important to invest in a quality shoe that will last and provide the support you need.

By following these tips, you can choose the right running shoe for you and get the most out of your new hobby. Running is a great way to stay healthy and improve your mood, so make sure you have the right shoes to support you.

Photo: Lynx

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Finally, consider your budget. Running shoes can range from around \$50 to over \$100. While it's tempting to go for the cheapest option, it's important to invest in a quality shoe that will last and provide the support you need.

By following these tips, you can choose the right running shoe for you and get the most out of your new hobby. Running is a great way to stay healthy and improve your mood, so make sure you have the right shoes to support you.

Photo: Lynx

Running is a healthy heart workout that's been around for ages, but as the popularity of running grows, so does the need for better shoes. Here's how to choose the right one.

When you decide to start running, you're not just choosing a new hobby, you're also choosing a new way of life. It's a lifestyle that can help you stay healthy, lose weight, and improve your mood.

Before you start, it's important to choose the right shoes. Running shoes are designed to provide support and cushioning for your feet, which can help prevent injuries and keep you motivated to keep going.

There are many factors to consider when choosing a running shoe, including your foot type, the terrain you'll be running on, and your budget. Here are some tips to help you choose the right shoe for you.

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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

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ADVERTISING TYPE	RATE
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300 x 250 pixels	
C Story Sponsorship	750
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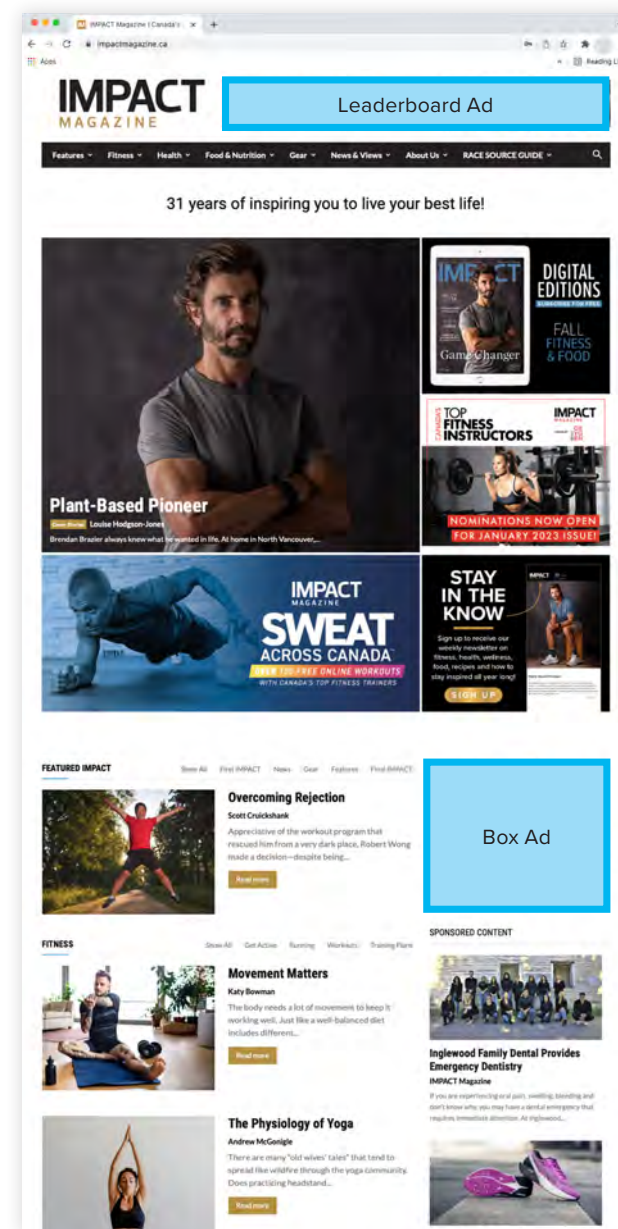
STATISTICS MONTHLY INSIGHTS

11,749 Users

13,845 Sessions

21,816 Pageviews

1.58 Pages / Session




Social Media & E-Newsletters

Top-Of-Mind Presence

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26,400 followers
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16,500 organic reach, monthly

 **@IMPACTMAG**
5,500 followers

 **@IMPACT-MAGAZINE**
1,210 followers

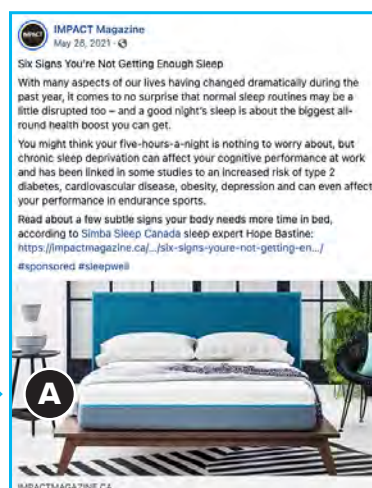
ADVERTISING TYPE	
Available to print advertisers only. See your rep. for pricing.	
A	Instagram Story Takeover \$1,000
	Instagram Story or Facebook Post \$200
	Dedicated E-Newsletter \$2,500
	Online Contest - Custom

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10,449 subscribers

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



E-NEWSLETTER

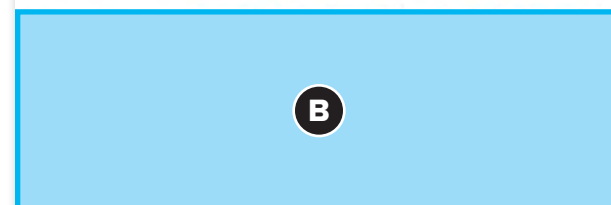


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Food & Nutrition

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The High-Impact Injury

Sports Medicine

Stress fractures occur in high-intensity activities, and are one of the five most common running-related injuries and account for six to 14 percent of all injuries sustained by runners.

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