

IMPACT MAGAZINE

Canada's Best Source of Health & Fitness Information

33 years of inspiring you to live your best life!

CALGARY • VANCOUVER • TORONTO • DIGITAL

2024 Media Kit

Engaging.

Inspiring.

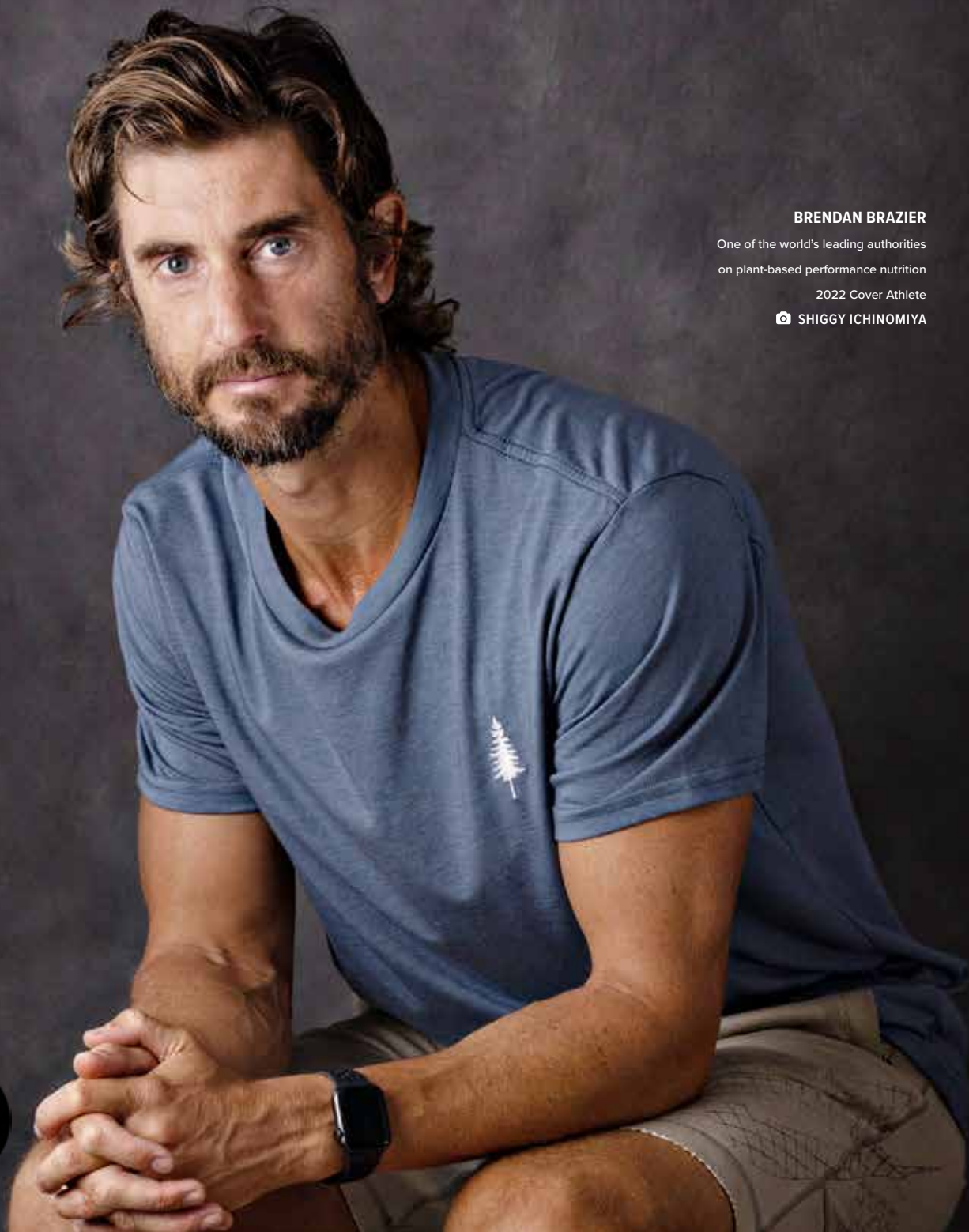
Transforming.

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 33rd 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 33 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 DISTRIBUTION

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

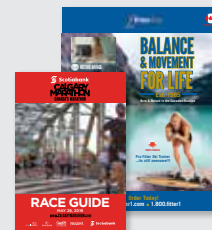
ADVERTISING FEATURES

- 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
- RACE SOURCE GUIDE



SPONSORSHIP OPPORTUNITIES

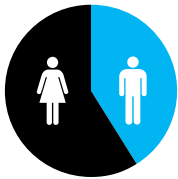
- Canada's Top Fitness Trainers & Instructors
- Canada's Top Fitness Awards Gala

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 33 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)

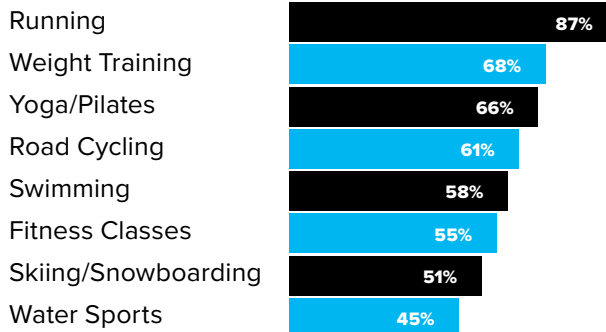
IMPACT brought me to the forefront and helped my business grow.

- **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.



2024 Editorial Calendar



WINTER 2024

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



SPRING 2024

- 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 2024

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



FALL 2024

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



HOLIDAY EDITION 2024

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



AWARDS

- AMA MAGAZINE OF THE YEAR 2022
- AMA MAGAZINE OF THE YEAR FINALIST, 2021
- SILVER BEST DIGITAL EDITION PUBLICATION, Canada COPA Awards 2022
- SILVER BEST PHOTO JOURNALISM, Canada, COPA Awards 2022
- SILVER BEST PHOTO JOURNALISM, Canada, COPA Awards 2020
- GOLD BEST BRANDED CONTENT, Canada, COPA Awards 2020

2024 Advertising Features



CANADA'S TOP FITNESS TRAINERS

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



2024 HEALTH CLUB & FITNESS STUDIO GUIDE

- Share your health club or fitness studio story.



RACE SOURCE GUIDE

- Canada's original and most comprehensive list of races in 2024 from large to small including running, triathlon, adventure, duathlon, obstacle course, cycling and fitness events.



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 + 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.



SPONSORED CONTENT FEATURES

- Tell us your story, or let us help you tell your story through our media solutions all year long in print, online and through dedicated e-newsletters.

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

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 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.

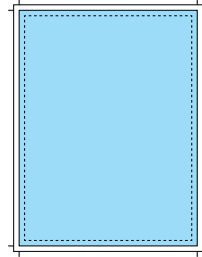
FILE SUBMISSION

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.



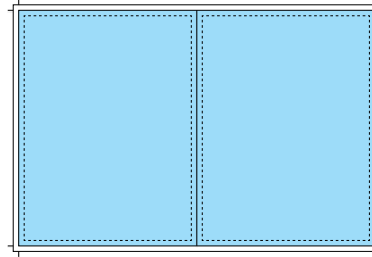
Full Page

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

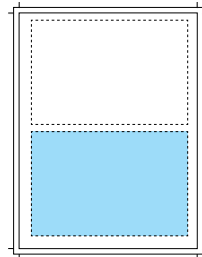


Double Page Spread

Trim: 16.25" x 10.75"

Bleed: 16.75" x 11.25"

Live Area: 15.75" x 10.25"

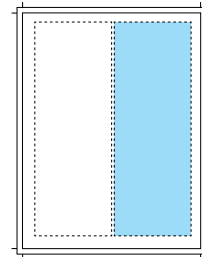


Horizontal 1/2 Page

Trim: 7.125" x 4.75"

Bleed: N/A

Live Area: N/A

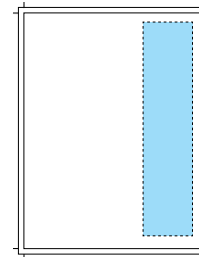


Vertical 1/2 Page

Trim: 3.5" x 9.75"

Bleed: N/A

Live Area: N/A

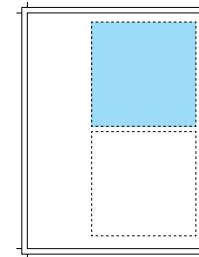


Vertical 1/3 Page

Trim: 2.25" x 9.75"

Bleed: N/A

Live Area: N/A

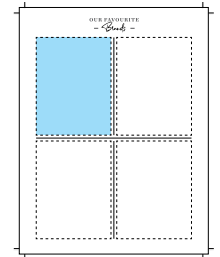


Square 1/3 Page

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

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.

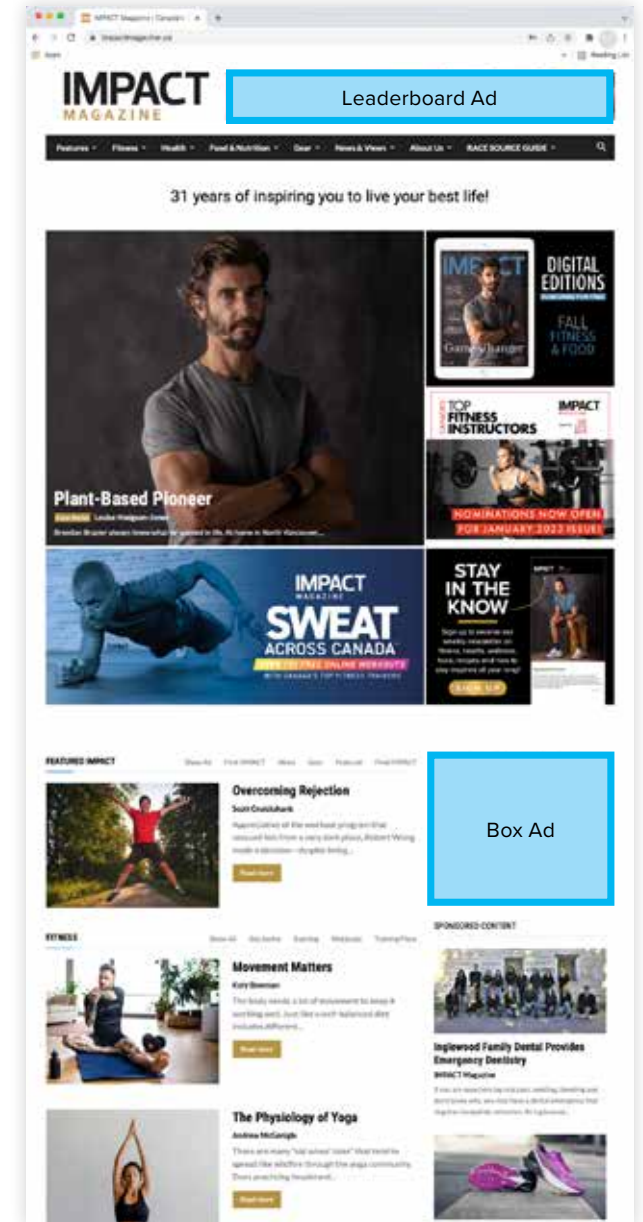
ADVERTISING TYPE	RATE
A Leaderboard Ad 728 x 90 pixels (require 320 x 50 pixels for mobile)	800/month
B Box Ad 300 x 250 pixels	800/month
C Story Sponsorship 600 x 200 pixel banner + embedded video	750

PACKAGE IT UP!

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

STATISTICS MONTHLY INSIGHTS

11,749 Users
13,845 Sessions
21,816 Pageviews
1.58 Pages / Session




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](#)
27,000+ followers
997,649 impressions, annually

 [@IMPACTMAG](#)
9,500 followers
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 1,000
- Online Contest - Custom

WEEKLY E-NEWSLETTER

10,700 subscribers

Sent out every Friday, the IMPACT E-Newsletter averages a 48% 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



Boosting your Exercise Performance and Recovery

Food & Nutrition

Is magnesium part of your nutrition plan? Studies show it can help your fitness and endurance. Your body needs magnesium for sleep, energy, stress management, mood regulation, brain health, strong bones, healthy blood sugar, inflammation, and more.

[Read more](#)

B



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.

[Read more](#)



Losing Fat and Building Muscle

Custom Publishing

33 Years of Publishing Expertise

Producing custom publications in-house can be a very time-consuming process for events and consumer brands. From concept to content, editing, photography, design, print and delivery, IMPACT Productions Inc. does it all... for less.

Partner with IMPACT and our creative management team will work with you to strategically construct a high quality publication, designed to educate your clients and consumers and meet your communication needs.

Your publication can be produced as a stand-alone piece and/or can be inserted into 30,000 – 60,000 editions of IMPACT Magazine. Overruns can also be provided for your own usage and distribution.

CUSTOM, QUALITY PUBLICATIONS, IDEAL FOR...

- Marketing and sales tools
- Consumer events and trade shows
- Showcasing your company
- Communication and fulfillment needs

CONTACT US TO LEARN MORE

Elaine Kupser, Publisher & Editor-in-Chief

elaine@impactmagazine.ca

403-813-5910

WINTER CALLS

WELCOME!

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 Landshville
Nordic and Bike Programs Manager
SilverStar Mountain Resort

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The SilverStar XC Ski Club's Favourite Gear for 2017/18
- 11 **R-Skin Skis... The Revolution**
Say goodbye to wax!
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Introducing the Taranisoft, a comprehensive ski-binding system
- 12 **A Balancing Act**
How to improve your alignment
- 14 **Ready, Set, SKI!**
Training tips for skiers of all level

SUPR. NATURAL BRITISH COLUMBIA CANADA

WINTERWITHIN.CA

SilverStar Mountain Resort

Proudly produced by **IMPACT MAGAZINE**

StiSilverStar.com - 3

Pendrel decided to take up skate skiing, a demanding type of cross-country along which the skier "slides" with one extending outward in a v-shape. It takes build endurance and strength perfect for a bike rider.

"My first time on skate skis I almost burst into tears," she recalled. "I realized I had just spent all my money on something I had no idea how to actually do!"

However, as a champion racer, Pendrel was not about to give up. She persevered and after a few weeks had gained enough skill and endurance to do a full aerobic skate ski workout of three to four hours. Today, skate skiing is a solid part of her winter training regime.

Catharine Pendrel took home a bronze medal for Canada in cross-country mountain bike during at the 2016 Summer Olympics in Rio de Janeiro.

"Trying to fit long hours meant I was just practicing bad technique and was exhausted at the end," she explained. "Instead I started doing split workouts with shorter ski workouts followed by a run, trainer ride, snowshoe or fat bike ride."

Pendrel says if you're just starting out, ski lessons and programs like SilverStar Mountain Resort's XC Supercamp are a great way to pick up some good skills and technique. And, asking 10 minutes of drills to warm up at the start of each session is really helpful.

"Skiing has made a huge difference in my training and I hope it does for yours too," Pendrel said.

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

— Catharine Pendrel

StiSilverStar.com