

Family Health & Life



Media Kit 2010-2011

Family Health & Life (FHL) is simply your own family health and lifestyle magazine. With an abundance of information pertaining to healthy living, the magazine has articles about health, fitness, body, mind and soul, natural healing and lifestyle.

Our mission simply is to create foster healthy living throughout Canada, starting from the GTA. The magazine is printed 12 times a year and has a potential readership of about 300,000 per issue.*

Advertisers gain value from not only our focused targeting but also through our balanced editorial / advertising ratio, and our unique advertiser category limitation feature.



Editorial Sections

FHL has a unique blend of different editorial sections to cater to a wide range of audiences, the core revolving around your and your families health. With general health interest articles, the magazine opens up to more specialized sections such as healthy living, green living, and covering top foods such as the benefits of vitamin, foods and diets.

FHL also gives practical advise and useful knowledge on how to manage the well being of your family by creating a healthy lifestyle and balance.

Our special editions will cover the focus topics in greater detail and offer our readers more to read while enjoying the overall magazine content at the same time.

We also cover alternate health , alternate healing such as massage therapy, Yoga and a multitude of other useful topics such as product reviews.



Research Suggests

The more educated the individual - the more affluent is the household - the more magazine issues they read, and the less TV they watch.

Top Reasons to Advertise

With a population of over 7 million, the GTA is one of the most vibrant paces in Canada This is a demographic that simply cannot be ignored !

Family Health & Life helps you reach target audiences in this area and as a result give your business the exposure it deserves.

Even if you capitalize on 0.001% of this number, that amounts to potentially 7000 customers for your business.

FHL reaches the core of family decision makers through its unique and informative content. The magazine is a must read for everyone !

Circulation

Family Health & Life is sent exclusively to more than 1000 Family Doctors Clinics and Dentists in the Greater Toronto Area (GTA) every month. 4000 copies are distributed to residential condominium buildings in the GTA and other outlets. This targeted distribution is not only effective but also has the reach that other publications do not have.

Assuming that on an average 30 patients visit a doctors office per day and out of that even if 10 people read the magazine you have a potential audience of 240,000 readers only at the clinics. On top of that add the readership gained through the residential distribution. We estimate the total readership to be about 300,000 readers a month.

Why Magazine Advertising Works ?

- Magazines enhance advertising impact
- Magazine ads last longer than newspapers and other media
- Magazines supply credibility
- Magazines offer choice
- Magazine creative connects
- Magazine ads have a much higher shelf life
- Magazines have Loyalty
- Magazines have Engagement
- Magazines have Portability
- Magazines deliver Results
- Magazines have access to buyers

Special Issues

May 2010 - Premiere Issue
 July 2010 - Summer Special
 Sep 2010 - Back To School
 Nov 2010 - Holiday Special

Unique Advertiser Category Limitation

We believe in quality rather than quantity. For this reason we offer a unique Advertiser Category Limitation feature where we do not over book ads for a particular advertiser category. That way your ad does not get lost in a multitude of similar competing advertisers. Just another way for us to help you get the maximum return on your investment !



FamilyHealth.com

“Take advantage of the FHL web site . The magazine is also available to read on the web site, thus capturing the attention of on-line audiences ”

Rates*

Net Color Rates	1X	3X	6X	12X
Back Outside Cover	\$1,200	\$3,340	\$6,330	\$11,520
Back Inside Cover	\$1,000	\$2,790	\$5,280	\$9600
Front Inside Cover	\$1,100	\$3,069	\$5,808	\$10,560
Double Page Spread	\$1,500	\$4,185	\$7,920	\$14,400
Full Page	\$800	\$2,232	\$4,224	\$7,680
Half Page (H/V)	\$600	\$1,674	\$3,168	\$5,760
Quarter Page (H/V)	\$400	\$1,116	\$2,112	\$3,840
1/6th Page	\$250	\$705	\$1,320	\$2,400
Marketplace (50 words)	\$150	\$420	\$790	\$1,440



* Plus applicable taxes

Using Magazine Experiences Can Create Better Connections with Consumers

According to Magazine Publishers of America

- Magazines rank #1 in lifting purchase intent
- Magazines most consistently generate the lowest cost per impact
- Magazines lead in getting consumers to start a search
- Magazine ads excel at producing traffic that lead to purchases
- Magazines are key, along with the web, in spurring word-of-mouth
- Magazines have a superior record in boosting brand favorably

Target Distribution : GTA
 Target Average Age : 42
 Target Average HHI : \$72,000
 Target Potential Readership : 600,000

Research Suggests

Individuals with Master's and Doctorate Degrees and those with household incomes of \$75,000+ read more magazines and watch less TV than average

Ask Us About Distribution to Your Area of Choice or to Your Client Lists !

Issue Dates

Issue Date	Order Deadline	Material Deadline
Apr 2010	1 Mar	7 Mar
May 2010	1 Apr	7 Apr
Jun 2010	1 May	7 May
Jul 2010	1 Jun	7 Jun
Aug 2010	1 Jul	7 Jul
Sep 2010	1 Aug	7 Aug
Oct 2010	1 Sep	7 Sep
Nov 2010	1 Oct	7 Oct
Dec 2010	1 Nov	7 Nov
Jan 2011	1 Dec	7 Dec
Feb 2011	1 Jan	7 Jan
Mar 2011	1 Feb	7 Feb

Mechanical Data

Ad Size	Live Copy	Bleed
Double Page Spread	16 x 11.5	16.36 X 11.24
Full Page	8 x 11.5	8.18 x 11.24
Half Page Horizontal	8 x 5.75	-
Half Page Vertical	4 x 11	-
Quarter Page Horizontal	4 x 5.75	-
Quarter Page Vertical	5.75 x 4	-

Call or Email Today !

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Circulation

5000 copies Controlled

Ad design service is also for a nominal charge. Please talk to your account manager for more details.
 There is no charge for minor tweaking for supplied ads.

All material B&W or CMYK must be sent/received electronically.

To assist in color reproduction a color proof must be supplied

Materials from clients sending digital files for the first time must be tested prior to submission.

Material received will be considered camera ready. *Publisher takes no responsibility for accuracy of claims made. Some data may be speculative.