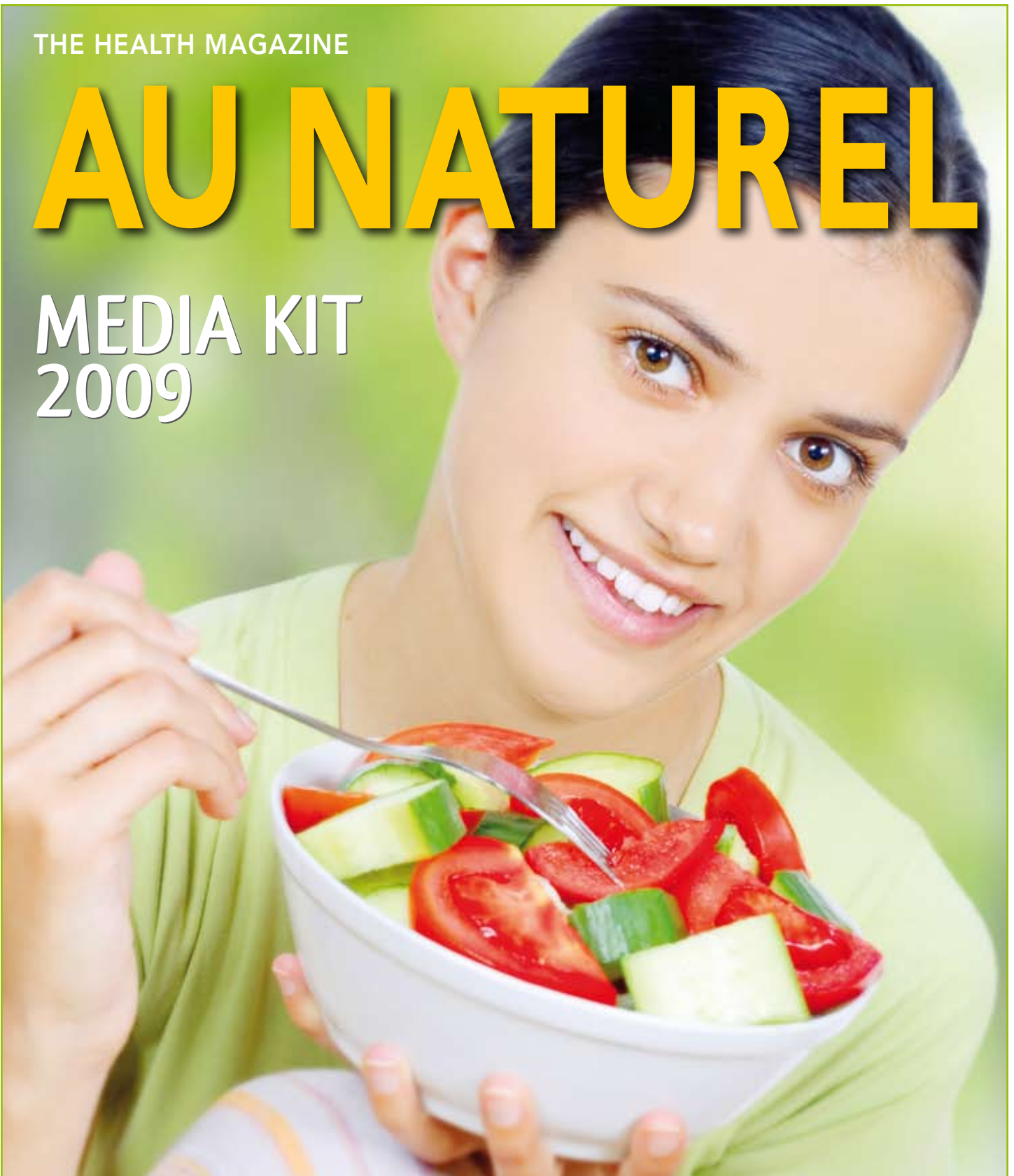


THE HEALTH MAGAZINE

# AU NATUREL

MEDIA KIT  
2009



## Editorial Mandate

To inform, inspire and support our readers, men and women in quest of a balanced and fulfilling life. A practical life guide focused on health, nutrition and global consciousness.

## Reader's Profile

- ◆ Our readers are aged between 18 and 65 years. They're about 70% woman and 30% men.
- ◆ They appreciate when the reality on each of the topics that matters to them are presented in style and in depth.
- ◆ Their top priority is their well-being. Besides managing their career, relationship and children, they aspire to be at their best.
- ◆ They are confident, radiant and abundant in energy inside as outside.
- ◆ Their secret? Being physically active, having a balanced diet, a peaceful mind and living in a stimulating and healthy environment.

## Our Sections

### Nutrition

Nutritional advice, recipes and aliments to eat healthy without feeling deprived and without any fuss. Plus, information on biological, ecological and fair trade local products.

### Health

Constructive and effective ideas from experts and specialists. New approaches in alternative and traditional medicines for a better health.

### Global consciousness

Advice and means for a greener planet and a healthy environment. Plus, tools for a greater knowledge of oneself in the aim of achieving moral and spiritual well-being.





## Distribution

- ◆ 40,000 free copies distributed in over 300 locations\* in Québec:
  - Health retail stores
  - Drugstores
- ◆ 10 issues per year
- ◆ 2 readers per copy

\* List available upon request

## Advertising Rates (net)

Size	Number of Issues			
	1	2 to 4	5 to 7	8 to 10
Full page	\$2,500	\$2,150	\$1,850	\$1,600
1/2 page vertical or horizontal	\$1,800	\$1,550	\$1,350	\$1,150
1/3 vertical or horizontal	\$1,000	\$900	\$750	\$650
1/4 horizontal	\$650	\$550	\$500	\$450
Back Cover (C4)	\$4,525	\$3,900	\$3,350	\$2,900
Inside Front Cover (C2)	\$3,900	\$3,350	\$2,900	\$2,500
Inside Back Cover (C3)	\$3,300	\$2,850	\$2,450	\$2,100
Inside Front Cover (C2) + Page 3	\$5,100	\$4,400	\$3,800	\$3,300
Double Page Spread	\$4,000	\$3,450	\$3,000	\$2,500
1/2 Double Page Spread	\$2,880	\$2,500	\$2,200	\$1,900

All prices are net; all applicable taxes extra.

15 % rebate when combined with *Mieux-Être* magazine (media kit available on request).

Guaranteed position: + 25 %

Inserts: rates available on request.

# 2009 Calendar

ISSUE	DISTRIBUTION	RESERVATION	MATERIAL
N°26 February 2009	January 30	December 15	December 22
N°27 March 2009	February 27	January 19	January 26
N°28 April 2009	March 27	February 16	February 23
N°29 May 2009	May 1	March 23	March 30
N°30 June 2009	May 29	April 20	April 27
N°31 July/August 2009	July 3	May 25	June 1
N°32 September 2009	August 28	July 13	July 20
N°33 October 2009	October 2	August 24	August 31
N°34 November 2009	October 30	September 21	September 28
N°35 December/January 2010	December 4	October 26	November 2

## Technical Specifications

### Final Material

Only electronic files will be accepted. Accepted formats: JPEG, EPS, PDF.

**Resolution:** 300 DPI real format (100 %), CMYK.

**Proofs:** To insure quality control, please include a PDF file of your final document or, better still, send us a colour proof by mail. Ads without colour proof will be accepted at the advertiser's risk.

**Medium:** We accept CD-ROM

**Note:** The magazine is perfect bound.

**Important:** For the safety area, consider 0.25 in inside the trim size on each side. Crop marks must not appear inside the trim.

### Material

Send your artwork via our FTP site, please contact us via e-mail:  
genevieve@magazinmieuxetre.com

Geneviève Désilets, General Coordinator  
MAGAZINE MIEUX-ÊTRE  
407 St-Laurent boul., Suite 502  
Montreal (Quebec) H2Y 2Y5  
Tel. : 514 396-5179 ext. 45

### Size

Full page

### Dimensions (w x h)

Trim: 8 in X 10.875 in  
Bleed: 8.5 in X 11.375 in  
Live matter area: 6.75 in X 9.75 in

1/2 vertical

Trim: 3.875 in X 10.875 in  
Bleed: 4.375 in X 11.375 in  
Live matter area: 3.25 in X 9.75 in

1/2 horizontal

Trim: 8 in X 5.375 in  
Bleed: 8.5 in X 5.875 in  
Live matter area: 6.75 in X 4.625 in

1/3 vertical

Trim: 2.75 in X 10.875 in  
Bleed: 3.25 in X 11.375 in  
Live matter area: 2.0625 in X 9.75 in

1/3 horizontal

Trim: 8 in X 3.625 in  
Bleed: 8.5 in X 3.875 in  
Live matter area: 7 in X 3.062 in

1/4 horizontal

Trim: 8 in X 2.75 in  
Bleed: 8.5 in X 3 in  
Live matter area: 6.75 in X 2.1875 in

Double Page Spread

(add 0.5 in on each side of the spine)

Trim: 16 in X 10.875 in  
Bleed: 16.5 in X 11.375 in

1/2 Double Page Spread

(add 0.5 in on each side of the spine)

Trim: 16 in X 5.375 in  
Bleed: 16.5 in X 5.875 in