

MIEUX·ÊTRE

Inspiring and healthy living

MEDIA KIT
2010



Editorial Mandate

To inform, inspire and support our readers, women in quest of a balanced and fulfilling life. A practical life guide filled with advice and suggestions for an inspiring and restorative lifestyle, promoting beauty that shines within and without.

Reader's Profile

- ◆ Our readers are women aged between 30 and 54. They have completed post-secondary education and are mostly homeowners.
- ◆ 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.
- ◆ They are part of a generation who “wants to know everything”, and they appreciate when the reality on each of the topics that matters to them are presented in style and in depth.
- ◆ Their secret? Being physically active, having a balanced diet, a peaceful mind and living in a stimulating and healthy environment.



« Zen »

Our Sections

Beauty

Numerous finds and practical suggestions for healthy skincare; products which are invigorating or soothing and often natural. New trends to attain absolute wellness.

Health

The latest discoveries and research that allows to live fully and develop greater vitality. Constructive and effective ideas from experts and specialists. New approaches in alternative and traditional medicines for a better health. Also, physical exercises, sports and other pleasant solutions to stay physically fit.

Lifestyle

Suggestions of places for body and mind care, relaxing getaway ideas for weekends or vacations in Québec or elsewhere. Inspiring real life stories presented as interviews with well-known personalities. Precious tools for a better understanding of oneself. Advice to achieve an emotional and spiritual well-being. Tips for a well organized life and new ways to discover inner happiness.

Nutrition

Nutritional advice, recipes and aliments to eat healthy without feeling deprived and without any fuss.

« Inspiring »

Distribution

- ◆ 30,000 copies
- ◆ More than 6,000 outlets in Québec:
 - Newsstands
 - Drugstores
 - Grocery stores
 - Bookstores
 - Convenience stores
- ◆ Subscriptions
- ◆ 10 issues per year
- ◆ 3 readers per copy



Advertising Rates (net)

| Size | Number of Issues | | | |
|----------------------------------|------------------|---------|---------|---------|
| | 1 | 2 to 4 | 5 to 7 | 8 to 10 |
| Full page | \$3,500 | \$3,100 | \$2,600 | \$2,200 |
| 1/2 vertical or horizontal | \$2,275 | \$1,950 | \$1,675 | \$1,450 |
| 1/3 vertical or horizontal | \$1,400 | \$1,200 | \$1,035 | \$890 |
| 1/4 horizontal | \$1,200 | \$1,050 | \$900 | \$750 |
| Back Cover (C4) | \$6,300 | \$5,450 | \$4,650 | \$4,000 |
| Inside Front Cover (C2) | \$5,500 | \$4,750 | \$4,000 | \$3,500 |
| Inside Back Cover (C3) | \$4,500 | \$3,800 | \$3,300 | \$2,900 |
| Inside Front Cover (C2) + page 3 | \$7,200 | \$6,300 | \$5,300 | \$4,550 |
| Double Page Spread | \$5,600 | \$4,800 | \$4,150 | \$3,550 |
| 1/2 Double Page Spread | \$4,100 | \$3,550 | \$3,000 | \$2,600 |

All prices are net; all applicable taxes extra.

15 % rebate when combined with *Au Naturel* magazine (media kit available on request).

Guaranteed position: + 25 %

Inserts and Aditorial: rates available on request.

Special Cover: on request only.

2010 Calendar

| ISSUE | NEWSSTAND DATE | RESERVATION | MATERIAL |
|-----------------------------|--------------------------|--------------|--------------|
| N°36 March 2010 | January 29 | December 14 | December 21 |
| N°37 April 2010 | February 26 | January 11 | January 18 |
| N°38 May 2010 | March 26 | February 8 | February 15 |
| N°39 June 2010 | April 30 | March 15 | March 22 |
| N°40 July 2010 | May 28 | April 12 | April 19 |
| N°41 August 2010 | June 25 | May 10 | May 17 |
| N°42 September/October 2010 | July 30 | June 14 | June 21 |
| N°43 November 2010 | October 1 st | August 16 | August 23 |
| N°44 December 2010 | October 29 | September 13 | September 20 |
| N°45 January/February 2011 | December 3 rd | October 18 | October 25 |

For the "À découvrir" section: Material must be supplied one week prior the regular material deadline.

Technical Specifications

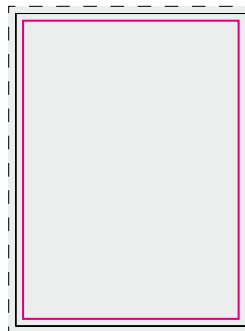
Final Material

- From an .eps file, save as a DCS2 file;
- Save the original document as a PDF/X1a (distilled from a postscript file);
- Use the ppds of a laser printer or the ppds of AdobePS;
- All fonts and high-resolution images must be included in the final save of the file;
- Images must have a SWOP profile (CMYK or black and white "grayscale") and have a resolution between 250 and 300 dpi;
- Maximum density must not exceed 280%, highlights 5% and shadows 85%;
- The resolution of vectorial elements in a rasterized PDF must be at 2,400 dpi and its elements made of continuous shades at 300 dpi;
- Reverse type and line art should not be less than 7 pts at the thinnest part of a character or rule. Reverse type should use the dominant colour (usually 70% or more) for the shape of letters. Small type and fine serifs should not be used for reverse type;
- The trapping for the images must be included in the final file;
- Include the cutting marks and a bleed of 0.25";
- Do not include cutting marks inside the final format, push them out by 12 points;
- A shade of 10% or less is considered as none when printed.

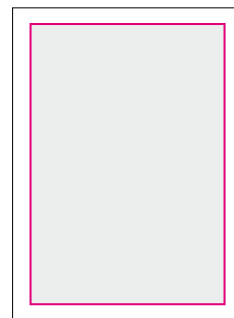
Material

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

Geneviève Désilets, General Coordinator
MAGAZINE MIEUX-ÊTRE
 831 Gilford Street
 Montreal (Quebec) H2J 1P1
 Tel. : 514 394-7156 ext. 202



Bleed ad
 — Trim size:
 8 in X 10,875 in
 - - - Bleed size:
 8,5 in X 11,375 in
 — Live area:
 7,5 in X 10,375 in



Framed ad
 — Trim Size:
 8 in X 10,875 in
 — Ad size:
 6,75 in X 9,75 in

Size

Dimensions (w x h)

Full page

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

1/4 de page

Trim : 3,25 in X 4,8 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

Classifieds

| Size | Dimensions (w x h) |
|---------------|---------------------|
| Business card | 2,063 in X 1,186 in |
| 1/12 page V | 2,063 in X 2,375 in |
| 1/6 page V | 2,063 in X 4,625 in |
| Banner | 6,75 in X 1,75 in |

Rates

Running automatically in both *Mieux-Être* and *Au Naturel* magazine

| Size | Number of Issues | | | |
|---------------|---------------------------|--------|--------|---------|
| | 1 | 2 to 4 | 5 to 7 | 8 to 10 |
| Business card | \$250 | \$215 | \$185 | \$160 |
| 1/12 page V | \$340 | \$290 | \$275 | \$260 |
| 1/6 page V | \$550 | \$475 | \$450 | \$435 |
| Banner | \$675 | \$580 | \$550 | \$520 |
| Text ads | \$25/line, minimum 2 line | | | |

Net prices. Applicable taxes extra.

LES ANNONCES CLASSÉES DU MIEUX-ÊTRE

Cours et ateliers

Formation

Produits et services

asana yoga

Être dans sa voix... Être en soi

Centre-Ville Clinique Dentaire Dr. Motol

YOGAMONDÔ
Le magazine du yoga

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À DÉCOUVRIR: is a new section in *Mieux-Être* and *Au Naturel* magazines to talk about YOU!

Our *À découvrir* section gives you the opportunity to present your products and services to our readers in an editorial style. It is available in either *Mieux-Être* or *Au Naturel*.

Simply send us an image and informative text to the above specifications. As is the case with our *En bref* section, type and colors will be selected by our art department to insure a perfect match with the editorial content of the magazine.

Given the editorial style of the section, different copy will be required for every issue.

This offer is limited by available space.

Specifications

Copy

Title: Maximum 35 characters including spaces.

Body: 50 to 95 words.

Photo

Size: between 1.5 in. x 1.5 in and 4 in x 4 in.

Format: JPEG or high res. PDF (300 DPI)

Material

Send by email to genevieve@magazinmieuxetre.com

Compressed to 2 Mo maximum

Rates

1 ad: \$750 (*Mieux-Être* or *Au Naturel*), \$1,250 (*Mieux-Être* and *Au Naturel*)

More than one ad, please contact us.

WARNING: the same product/service ad cannot appear more than ONCE.

For more information please call Geneviève Désilets, Coordinator, 514 394-7156, ext. 202.

À DÉCOUVRIR



**EXPO MANGER
SANTÉ ET VIVRE VERT**

Joël Legendre, animateur et comédien apprécié d'un large public, est le porte-parole de cet événement unique sur les nouvelles tendances concernant l'alimentation saine et le mode de vie. Venez le rencontrer le samedi 14 mars, de 12 h à 16 h, au Palais de congrès de Montréal, où il animera en direct son émission *Week-end Rock-Détente*. Exposants, dégustations, démonstrations culinaires et conférences passionnantes seront au rendez-vous les 13, 14 et 15 mars, à Montréal, et les 28 et 29 mars, au Centre des congrès de Québec.
514 332-1005 • www.expomangersante.com



Jouviance

Mettez le cap sur une peau d'apparence plus jeune, plus lisse et plus lumineuse, en seulement quatre semaines, à l'aide d'un seul produit. Avec sa formule anti-âge de pointe trois en un, qui se substitue à vos crèmes de jour, de nuit et pour le contour des yeux, **Jouviance** allie les plus récentes percées en biotechnologie à de purs concentrés de plantes, pour réduire efficacement rides et ridules.
www.jouviance.com

Le compagnon idéal des antibiotiques

Bio-K+ CL1285^{MD} est un probiotique puissant (50 milliards de bactéries amies) qui a prouvé son efficacité à prévenir les diarrhées associées aux antibiotiques (DAA), selon, entre autres, une étude randomisée à double insu, réalisée à l'hôpital Maisonneuve-Rosemont et publiée dans le *Canadian Journal of Gastroenterology* de novembre 2007. L'étude a utilisé le même produit que celui qui est vendu sur le marché. 1 800 593-2465 • www.biokplus.com





Zorah biocosmétiques

Après avoir découvert les vertus extraordinaires de l'huile d'argan, au Maroc, et s'étant prise d'affection pour les femmes d'une coopérative où elle avait travaillé, Mélissa Harvey, aidée de son partenaire Richard Morin, a décidé de créer une gamme de produits québécois, de qualité supérieure, hautement efficaces et biologiques. Après quatre années de recherche et d'acharnement, **Zorah biocosmétiques** est né et a remporté de nombreux prix pour la qualité de ses produits et son idéologie. Ces produits, de très haute qualité et certifiés biologiques, offrent des résultats rapidement remarquables!
1 866 277-5461 • www.zorah.ca



Écoute ton âme!

Quoi de plus captivant que de partir à la découverte de son univers intérieur ! Par le biais de différents exercices, de méditations dirigées et de méditations, vous pourrez explorer les domaines de l'âme sans toutefois décrocher de la réalité. Cet atelier avec **Lise Bourbeau** ne se donne qu'une fois aux deux ans. Du 15 au 17 mars à Prévost, Québec. Téléphonnez-nous pour plus d'information ou pour vous inscrire.
1 800 361-3834 • www.ecoutetoncorps.com

UN COUPLE FORT, UNE FAMILLE UNIE

Malgré le pourcentage élevé de couples qui se séparent et de familles qui se divisent, un couple fort au sein d'une famille unie est plus que jamais possible. Pour y arriver, toutefois, il y a des « règles » relationnelles à respecter. Cette quête du bonheur et de l'équilibre, **Yvan Phaneuf** en a fait le centre de sa vie personnelle et professionnelle depuis plus de 26 ans. Comment choisir de « construire » son couple pour vivre une vie familiale harmonieuse? C'est à cette question que l'auteur répond – en profondeur, mais en toute simplicité. www.editionsducar.com

