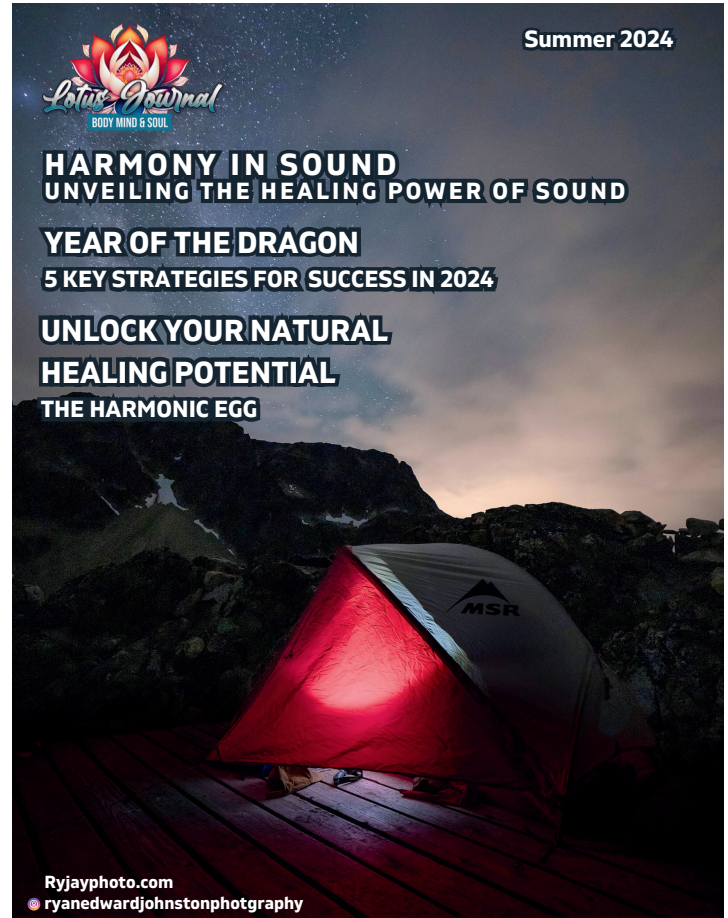


2024 Media kit • Print • Web • Social

Lotus Journal is Calgary's go-to magazine for health and wellness, boasting the highest circulation and readership in the city. We celebrate Calgary's vibrant wellness scene, providing our readers with the finest insights into the health industry. Enthusiastic wellness enthusiasts turn to us for inspiration and recommendations on fitness, trends, products, services, and more. Our articles and advertisements greatly influence their choices and experiences. Our features and articles are created by local writers and professionals who are deeply passionate about health and wellness.

Eager to share their insights and experiences with our readers. We encompass both traditional and holistic approaches to well-being, ensuring a comprehensive perspective on health. Our mantra is to inspire, inform, enlighten, and educate those with a thirst for wellness, all while emphasizing local, relevant, fresh, and delightful content. Published every four months (Winter, Spring, Summer, and Fall), Lotus Journal is distributed throughout the city at our 60 partner locations.



lotusjournalbodymindsoul



lotusjournalbodymindsoul



lotusjournalbodymindsoul

LOCAL & INSIGHTFUL STORIES FOR WELLNESS ENTHUSIASTS.

Features, Themes, and 'The Regulars' for Wellness Enthusiasts.

Feature articles explore local trends, people, places, and topics Calgary readers are eager to learn about in the world of health and wellness. A detailed editorial calendar is available upon request. In addition to our cover story and feature articles, Lotus Journal highlights relevant, local, and engaging regular departments. Here are some of our favorite "Regulars."

The "Regulars"

Discover the top picks from the Lotus staff, where we guide you to the latest wellness practitioners and tools available in your community. Dive deep into your favorite holistic practices and therapies, and don't miss our engaging quiz for a chance to win exciting prizes from local businesses. We offer valuable tips and techniques for those ambitious and adventurous in their wellness journeys, along with the latest health and wellness news, notes, and happenings. Explore highlights from area farmers' markets and holistic health fairs, and gain deep insights into what's trending in both traditional and alternative health. Plus, enjoy some light-hearted wellness stories and our final practitioner spotlight before you go!

- Holistic Health Practitioners
- Fitness Studios and Trainers
- Wellness Products and Supplements
- Traditional Medicine and Herbalists
- Mental Health Services
- Nutritionists and Dietitians
- Yoga and Mindfulness Centers
- Alternative Therapies (e.g., acupuncture, massage)
- Farmers' Markets and Organic Produce

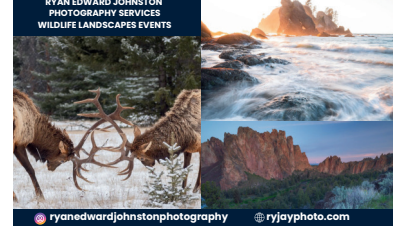
Bonus Content

We bridge our print and digital experiences using QR codes throughout the magazine. This allows readers to access bonus content such as wellness tips, instructional videos, and helpful websites that enrich the stories in print.



Calgary Knocks Co-Operative Door Knockers

- Premium Door Knocker/Card Strip: Ideal for business advertising directly to potential customers
- Delivery Method: Conveniently shipped through Canada Post
- Ad Spaces: Multiple 2.5 x 4.5 inch full-color ad spaces
- Material: High-quality 14pt cardstock
- User-Friendly: Each ad is perforated for easy removal and features a magnetic backing
- Display Options: Recipients can easily save and display your message on fridges or any magnetic surface
- All-Inclusive: Design, delivery, and printing included
- Effective Marketing Tool: Keeps your business top of mind with a convenient and eye-catching format



LOCAL & INSIGHTFUL STORIES FOR WELLNESS ENTHUSIASTS.

Calgary Knocker Distributon Map 2024

6 12,518 Homes

Sherwood, Kincora, Sage Hill, Evanston, Hidden Valley, Hanson Ranch, Royal Vista

5 12,429 Homes

Hamptons, Edgemont, Dalhousie, Brentwood, Charleswood

4 12,814 Homes

Hawkwood, Ranchlands, Cidatel, Arbor Lake

3 11,834 Homes

Royal Oak, Scenic Acres, Tuscany, Rocky Ridge, Blue Ridge, Lynx Ridge

2 10,774 Homes

Coach Hill, Patterson, Cougar Ridge, West Springs, Wildwood, Westgate, Rossarrock, Spruce Cliff, Sunalta, Scarborough

1 13,212 Homes

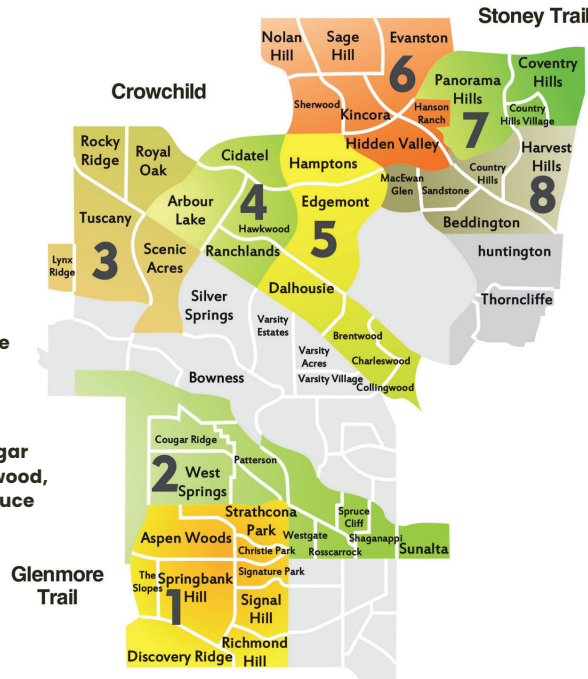
Aspen Woods, Discovery, The Slopes, Strathcona, Springbank Hill, Signal Hill, Richmond Hill, Signature Park, Christie Park

7 13,776 Homes

Beddington, Sandstone, Macewan, Country Hills, Harvest Hills

8 11,644 Homes

Panorama, Coventry, Country Hills Village



4 13,609 Homes

Taradale, Martindale, Marthas Haven, Saddleridge, Skyview Ranch

3 9,839 Homes

Castleridge, Falconridge, Monterey Park, Coral Springs

2 12,774 Homes

Pineridge, Whitehorn, Rundle, Temple

1 10,927 Homes

Abbeydale, Applewood, Penbrooke, Marlborough Park



1 12,093 Homes

Bel Aire, Windsor Park, Eagle Ridge, Kingsland, Kelvin Grove, Chinook Park, Fairview, Acadia, Haysboro, Bayview, Pump Hill, Palliser, Oakridge

2 13,984 Homes

Cedarbrae, Braeside, Southwood, Woodlands, Woodbine, Canyon Meadows

3 11,945 Homes

Lk Bonavista, Parkland, Queensland, Deer Ridge, Deer Run, Diamond Cove, Willow Park, Maple Ridge

4 12,089 Homes

Evergreen Estates, Bridlewood, Evergreen

5 13,900 Homes

Shawnee Slopes, Millrise, Shawnessy, Sommerset, Priddis, Millarville, Bragg Creek, De Winton



6 12,814 Homes

Midnapore, Chapparral, Walden, Legacy, Sundance, Silverado



1 10,420 Homes

Douglasglen, Prestwick, Mountain Park, Douglasdale, McKenzie Lake

2 10,506 Homes

New Brighton, Elgin, Copperfield, Inverness

3 10,677 Homes

Cranston, Auburn Bay, Seton, Mahogany

The Stats

25,000+
magazines
printed
60+ partner
distributors

Gender

Female 70%
Male 30%

Age

21-30 21%
31-49 42%
50+ 37%

HOUSEHOLD INCOME

\$75 to \$99K 57%
Above \$100K 36%

Reader Spending Statistics

- 64% of readers keep their Lotus Journal for 6+ months.
- 97% of readers share the magazine with at least one other person.
- 79% share the magazine with at least 3 others.
- 76% read the magazine cover to cover.
- 78% have tried a wellness practice or tip from the magazine.

Reader Magazine Statistics

- 98% of readers trust Lotus Journal for curated wellness businesses and products.
- 96% enjoy practicing healthy living and self-care at home.
- 94% engage in wellness activities or treatments several times a month.
- 91% have visited wellness centers, studios, or spas based on ads and articles.
- 87% have adopted health practices or routines from tips featured in the magazine.
- 87% have made purchases based on ads and articles in the magazine.
- 82% shop at local farmers' markets and specialty health or wellness shops.
- 73% make purchases from specialty health food or supplement stores.

LOCAL & INSIGHTFUL STORIES FOR WELLNESS ENTHUSIASTS.

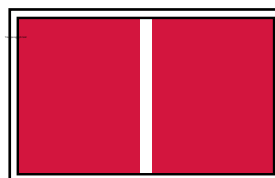
Issues:

Winter: January 31st
 Spring: March 31st
 Summer: July 31st
 Fall: September 30th

Sizes:

Ad dimensions are specified as width x height (in inches). Please submit print ads as CMYK print-optimized PDF files and ensure all Pantone and spot colors are converted to CMYK. Files submitted in other formats will incur a minimum charge of \$100.

Size	1X	3X	6X
Outside Back Cover (OBC)	\$3500	\$3,045	\$2,550
Inside Back Cover (IBC)	\$3200	\$2,940	\$2,750
Inside Front Cover (IFC)	\$2800	\$2,450	\$2,200
Double Page Spread (DPS)	\$5,060	\$4,560	\$4,230
Full Page	\$2,380	\$2,140	\$1,965
Three Quarter (Vertical)	\$2,020	\$1,850	\$1,545
Half (Vertical or Horizontal)	\$1,525	\$1,220	\$1,057
Third (Vertical)	\$1,075	\$945	\$785
Quarter (Vertical/Square)	\$850	\$680	\$495
Sixth (Vertical/Horizontal)	\$570	\$485	\$365
Eighth (Vertical/Horizontal)	\$445	\$325	\$225
Calgary Knocks (single)	\$375	\$325	\$250
Calgary Knocks (double)	\$550	\$500	\$450



DOUBLE-PAGE SPREAD
 LIVE: (INCL 1 GUTTER) 11" x 8.5"
 TRIM: 11" x 8.5"
 BLEED: 11" x 8.5"



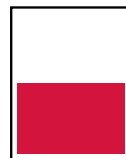
BACK COVER
 LIVE: 8.5" x 11"
 TRIM: 8.5" x 11"
 BLEED: 8.5" x 11"



COMMUNITY SPONSORSHIP
 1/4 HORIZONTAL
 8" x 2.5"



1/2 VERTICAL
 6" x 9.5"



1/2 HORIZONTAL
 8" x 5"



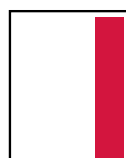
1/2 VERTICAL
 4" x 9.5"



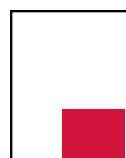
1/2 VERTICAL
 4" x 6.5"



1/4 SQUARE
 4" x 5"



1/2 VERTICAL
 2" x 9.5"



1/4 HORIZONTAL
 4" x 3"



1/2 VERTICAL
 2" x 6"



1/4 HORIZONTAL
 4" x 2.5"



1/2 VERTICAL
 2" x 3"

	Winter	Spring	Summer	Fall
Advertorial Confirmation	January 23rd	March 23rd	July 23rd	September 22nd
Final ad Confirmation	January 23rd	March 23rd	July 23rd	September 22nd
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On Newsstands	January 23rd	March 23rd	July 23rd	September 22nd

Calgary Wellness Magazine & Co-operative Door Knocker

LOCAL & INSIGHTFUL STORIES FOR WELLNESS ENTHUSIASTS.

Submissions

- Please email your ad files directly to your Lotus Journal sales representative. For larger files, upload them as instructed by your representative.

Requirements

- Digital images and logos must have a minimum resolution of 300 dpi (ppi) at 100%.

Recommendations

- Our book stock is uncoated and porous, which results in a softer appearance.
 - Maximum ink density: 300% (combined C+M+Y+K)
 - Minimum screen density: 10%
- All ads (except full-page ads) must include a defining border on all sides and should be submitted to size without crop marks.
- Submit all ads as press-ready, high-resolution PDFs, preferably in PDFX/1a format.
- We cannot guarantee 100% color accuracy.

Additional Tips

- Expect ads to appear darker and softer than those printed on coated sheets, with a potential 20% dot gain. To achieve the best results, consider increasing brightness and contrast or adjusting midtones in your digital images.
- For large black background areas, use a rich black mix of 30%C, 30%M, 0%Y, 100%K.
- The web press may have slight register variations throughout the run, so we recommend using a bold typeface for text knocked out of colored backgrounds. For text smaller than 8 pt., use 100% black on a light background, and always use vector type.



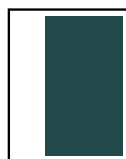
DOUBLE-PAGE SPREAD
LIVE: (INCL GUTTER) 11" x 8.5"
TRIM: 11" x 8.5"
BLEED: 11" x 8.5"



BACK COVER
LIVE: 8.5" x 11"
TRIM: 8.5" x 11"
BLEED: 8.5" x 11"



COMMUNITY SPONSORSHIP
¼ HORIZONTAL
8" x 2.5"



½ VERTICAL
6" x 9.5"



½ HORIZONTAL
8" x 5"



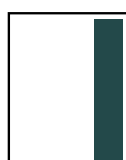
¼ VERTICAL
4" x 9.5"



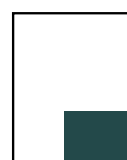
¼ VERTICAL
4" x 6.5"



¼ SQUARE
4" x 5"



¼ VERTICAL
2" x 9.5"



¼ HORIZONTAL
4" x 3"



¼ VERTICAL
2" x 6"



¼ HORIZONTAL
4" x 2.5"



¼ VERTICAL
2" x 3"

Full Page Ad Specifications (for 8" x 11.5" Format)

Bleed Area:

A ¼" bleed is required on all four sides. This area must be printed and free of any marks.

- Full-page ad with bleed: 8.5" x 11.75"

Live Area:

- 7.5" x 10.75"

Trim Size:

- Actual page size: 8" x 11.5"

Make sure to adhere to these specifications for optimal results!

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Calgary Knocks

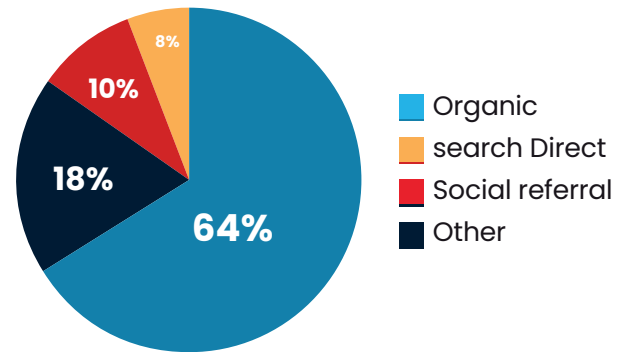
Enhance your advertising campaign by including Calgary Knocks, a cooperative door knocker delivered to homes in Calgary in zones of 10,000.

- Reach: 250,000 homes
- Frequency: Delivered monthly.

Ad Specifications:

- Single Ad Spaces: 8 inches wide, 2 inches high
- Double Ad Spaces: 8 inches wide, 4 inches high

For the latest stats, pricing, and submission information, please contact your representative.



Website Ads

Advertising on the Lotus Journal website offers significant advantages. It's a cost-effective way to reach your target audience locally and beyond. With quick turnaround times, you can deliver time-sensitive messages efficiently. Our events listing page is regularly updated with upcoming culinary events in and around the city.

Lotus Journal provides two ad formats: Web Boxes and Web Banners.

Web Boxes: These ads will be displayed on every available page.

Web Banners: Located at the top of the page beneath the menu bar.

Ad Specifications:

Box Ads: 300 x 250 pixels at 72 dpi

Banners: 728 x 90 pixels at 72 dpi

Double Web Boxes: 300 x 600 pixels at 72 dpi

Web ad pricing starts at \$250.00.

Advertorial Advertising

Advertorial Advertising Process

- 1.Booking the Advertorial: Secure your spot for the advertorial.
- 2.Writer Contact: A Lotus Journal writer will reach out to coordinate an interview and photography session.

What Are Advertorials?

Advertorials, often known as "Business Profiles," serve to promote a company, product, service, organization, event, or special occasion. They blend paid editorial writing and photography with advertising content, providing a comprehensive communication tool for reaching readers.

Editorial Integrity – Lotus Journal Guidelines

Our readers value both editorial and advertising content as reliable sources of information. To maintain clarity and avoid confusion, Lotus Journal enforces strict guidelines to uphold our editorial integrity. We adhere to the Advertorial Guidelines established by Magazines Canada and AMPA.

- 1.Photography Selection: A photographer will be chosen by Lotus Journal in collaboration with the writer.
- 2.Content Approval: Advertisers will have the opportunity to review and approve the written content before it proceeds to layout and design.

Guidelines

- All advertorials will be clearly labeled as "Advertisement" at the top of the page.
- A maximum of two advertorials will be published in each issue.
- Advertorials are available in two formats: Double Page Spread and Full Page.
- Word count is limited to 750 words for a Double Page Spread and 500 words for a Full Page.
- The publisher reserves the right to approve all advertorials before printing.
- Advertisers must confirm they have the necessary permissions to use all images, logos, photos, and illustrations submitted.
- Advertisers should provide a high-resolution (300 dpi) logo, along with any other high-resolution images they wish to include in the final design. These materials and any design requests should be emailed to your sales representative before the advertorial submission deadline.
- After the design and layout of the advertorial are complete, advertisers will receive a proof and have the opportunity to request corrections or changes until the final approval deadline.

903 8TH AVE SW
 CALGARY, ALBERTA T2P 1N6
 403.768.4132
 NORTHERNCEDAR.CA

	Winter	Spring	Summer	Fall
Advertorial Confirmation	January 23rd	March 23rd	July 23rd	September 22nd
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