



Introducing  
*The* **Body Soul & Spirit**

*Your Holistic New Thought & New Consciousness Lifestyle Magazine*

# The Body Soul & Spirit

Your Holistic New Thought & New Consciousness Lifestyle Magazine

## About the Body Soul & Spirit Magazine

Distributed directly at the **Body Soul & Spirit Expos**, via mail subscriptions offer to those who have attended events in cities across Canada over the past 15 years, and over 400 highly targeted distribution locations, the Body Soul & Spirit Magazine is possibly the best value as most effective solution of all your marketing efforts.

Over the years the **Body Soul & Spirit Expo** has had the privilege of bringing together some of the most incredible people in the holistic, new consciousness, new thought, natural healing, and ancient wisdom communities at the **Body Soul & Spirit Expos**.



The **Body Soul & Spirit Magazine** is a Publication that will be both part of our events, as well as stand alone as its own publication. We are confident it will serve as a helpful resource for those exploring the many options to living a happier, healthier, more conscious and successful life, as well as provide unparalleled value to the businesses, spas, clinics and practitioners that offer the many products, services, and programs that facilitate this quest.

### **Eco-Friendly and Biodegradable!**

We believe we have hold to a higher standard of responsibility to our communities and our environment. Our publication will be printed using the latest in Eco-Friendly printing technology that uses Ultra-Violet Light to set the print pigments. This eliminates the need for solvents and chemicals in the printing process.

Using Biodegradable paper that leaves virtually non toxic residue

when it breaks down, our plan is to produce the most affordable, as well as ethical publication possible.

### **Promoting our Local Businesses and Communities!**

Style and content is important to us, however, we are not shy about proclaiming that our publication will be about promoting our events, as well as the many wonderful businesses, personalities, authors, speakers and teachers that are part of them. It is our commitment to promote enhanced health, living and community!

As a result, we have challenged ourselves to continuously evolve our publication – to move beyond the common catalog of ads. We are committed to creating a style that will weave special sections, ongoing columns, news categories, as well as events, culture, and lifestyle features into an interesting and captivating reading experience with something for everyone. From Children, to Young Singles, to Parents, we intend to provide a publication that will enrich the lives of all.

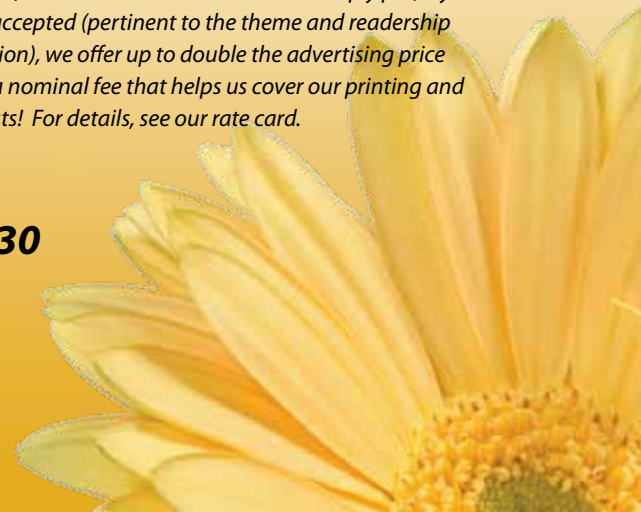
### **Internationally Recognized as well as Local Contributors.**

We have established relationships over the past decade and a half with some of the world's most insightful, inspirational and cutting edge experts, authors, teachers in the Holistic Wellness, New Thought & New Consciousness Genre! We also have had the great opportunity to meet with many local individuals who have much to share in these areas!

The **Body Soul & Spirit Expo** will be working with both of these groups to bring you the best of content from those you may already know as well as cultivate new and existing features from local contributors.

Our policy of providing editorial space for you to share your passions and expertise with our readers is simple and straight forward, there are **NO SPECIAL EDITORIAL PACKAGES, ANNUAL COMMITMENTS, or EXTRAORDINARY PRICES**. Simply put, if your submission is accepted (pertinent to the theme and readership of our publication), we offer up to double the advertising price in content for a nominal fee that helps us cover our printing and production costs! For details, see our rate card.

**For advertising information call 1-877-560-6830  
or e-mail [ads@bodysoulspiritexpo.com](mailto:ads@bodysoulspiritexpo.com)**



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## Distribution

### Direct Mail Subscription

As a publication dedicated to the promotion of those who exhibit, present and participate in the **Body Soul & Spirit Expos**, it is our intention to deliver our publication to the 1,000s of visitors, exhibitors and presenters that are a part of our events.

Over the past 14 years of our events we have collected mailing addresses, phone numbers, and e-mail addresses, as well as permission to be contacted by the **Body Soul & Spirit Expo**. We will be contacting those individuals and encouraging them to subscribe to receive the **Body Soul & Spirit Magazine**.

In addition, along with providing a free copy to all who attend our events, we will be continuing to offer substantial incentives at our events to sign up as direct mail subscribers. Incentives will include such promotions as "2 for 1" admission on the Friday, and \$2.00 Off Admission on Saturday and Sunday of our events.

It is our opinion, based on considerable research, that by aggressively building a Direct Mail Subscription List, this guarantees our publication, reaches the highly targeted audience who attend our events. We also are confident we can provide YOU with the exposure and results that you may have been missing in your other marketing efforts.

### Distribution to Highly Targeted Quality Locations

Although our primary focus is to build our Direct Subscription Lists, our distribution plan also includes delivery to 100s of Highly Targeting, and High Traffic Locations that have been carefully selected to best reach YOUR demographics

These locations will include MANY of our **Body Soul & Spirit Expos** Exhibitors, Supporters, and Businesses that already are loyal supporters of our events. Including Health Food Stores, Book Stores, Wellness Centers, Spas, Yoga Studios, and many more.

We **WILL NOT** be distributing to many of the general public drop-off sites such as large grocery chains, public libraries and other locations that are often only included as distribution points to create artificially high circulation figures! Our focus is on reaching the right quality of readers, not quantity.

### Demographic breakdown

Unlike other **NEW** publications, the **Body Soul & Spirit Magazine** has already determined it's demographic though it's primary distribution channel - those who attend, or have attended the **Body Soul & Spirit Expos** in the past 15 years! The following is a summary based on information collected from those who attend our events.



### Geography

The Vast majority of those who attend our events, and will receive our publication are from the cities and communities that host or have hosted our events including: Vancouver, Victoria, Kelowna, Calgary, Edmonton, Grande Prairie, Regina, Saskatoon and Toronto.

### Gender:

Women: 72%

Men: 28%

### Age:

15-21: 12%

21-55: 64%

56-60: 14%

Over 60: 10%

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## Publication dates and rate card

### Publication dates and deadlines

April 2010 (Expo Issue)

**Advertising booking deadline:**

February 26

**Advertising complete:** March 10

June /July 2010 issue

**Advertising booking deadline:**

April 30

**Advertising complete:** May 15

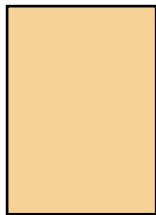
September 2010 (Expo Issue)

**Advertising booking deadline:**

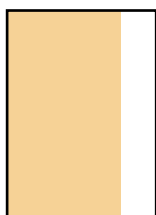
July 30

**Advertising complete:** August 15

### Display ad sizes



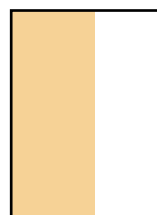
**Full Page**  
6.75" x 9.25"



**2/3 Horizontal**  
4.5" x 9.25"



**2/3 Vertical**  
6.75" x 7.5"



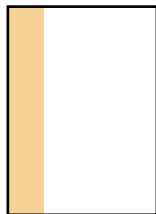
**1/2 Vertical**  
3.25" x 9.25"



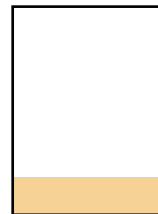
**1/2 Horizontal**  
6.75" x 4.5"

**Inside cover, inside back cover, back cover**

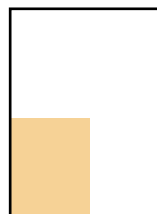
6.75" x 9.25"



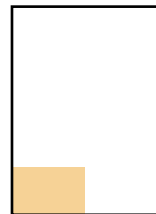
**1/3 Horizontal**  
2.25" x 9.25"



**1/3 Vertical**  
6.75" x 3"



**1/4 Vertical**  
3.25" x 4.5"



**1/8**  
3.25" x 2.25"

**With bleed**  
8.25" x 10.75"  
(1/4" bleed)

### Directory and Calendar Listings(text)

Your Directory Listing includes a **Bold Category Heading** of a maximum of one line or approximately 25 Characters. Acceptable Category headings include healing modalities, classes, and products. e.g. Aromatherapy, Classes & Workshops, Reiki, Naturopaths, Fitness. If there is more than one submission per category, your directory listing will be placed beneath along with other listings. See our Directory and Text Order form for more details.

Your Calendar Listing may include classes, events, or other time specific offerings e.g. One Day Sale, and are listed chronologically with the date in **Bold** as the balance of the first Line.

### Special introduction rate

\$20.00 Min 20 words,  
90 cents per additional words

### Regular rate

\$25.00 Min. 20 Words,  
\$1.00 Per additional word.

### Graphic Design Services: \$40/hr.

Please contact Nancy at  
nancy@bodysoulspiritexpo.com

### Special Promotional Packages include Editorial Content

Are you an aspiring writer? If you would like to contribute an article, or an ongoing column or editorial session feature we would love to work with you. You have complete creative license to co-create your place in our publication with us – from starting your own health cooking feature, a section on yoga, conscious relationships, parenting indigo children, developing your intuition, energetic healing – we invite you to share your passions with our readers.

We've put together several special promotional packages which include both display ad and editorial content. Please note that all material submitted must meet with the approval of our editorial and publishing team before being accepted. For more information, see our rate card.

Ad size	Intro Rate* (First issue only)	Rate (Regular Price)	Promotional Packages* Receive matching space for content
Inside front cover	\$560.00	\$685.00	N/A
Inside/Back Cover	\$560.00	\$685.00	N/A
Full Page	\$480.00	\$595.00	\$685.75
2/3 Page Vert.	\$384.75	\$485.25	\$578.00
2/3 Page Hort.	\$384.75	\$485.25	\$578.00
1/2 Page Vert.	\$240.00	\$325.50	\$360.00
1/2 Page Hort.	\$240.00	\$325.50	\$360.00
1/3 Page Vert.	\$175.00	\$220.75	\$265.00
1/3 Page Hort.	\$175.00	\$220.75	\$265.00
1/4 Page	\$125.50	\$157.00	\$190.50
1/8 Page	\$60.00	\$75.00	

### Additional Editorial Content!

Full Page	\$220.00	2/3 Page	\$190.00
1/2 Page	\$180.00	1/3 Page	\$120.00

*Note: A maximum of double your ad space is permitted when submitting additional editorial. If accepted, the fees help cover a part of the production and printing costs.*

Please note that all material submitted must meet with the approval of our editorial and publishing team.

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