

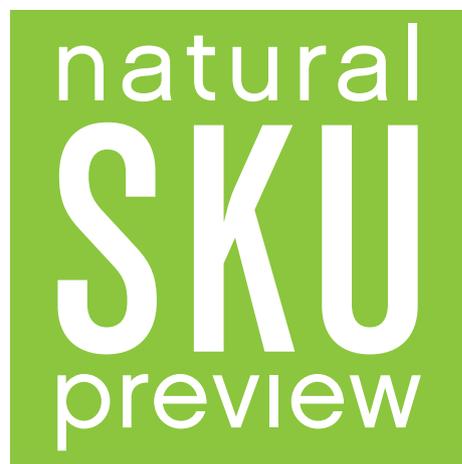
Canada's business
magazine for traditional
natural health retailers,
serving the industry since 1997



MEDIA PLANNER 2018

Benefits of advertising in CNHR and SKU

- everyone who reads CNHR and SKU either buys, sells or recommends your products to the consumer
- introduces your company, your products, your sales team before the first sales call
- gets your brand known...fast!
- speaks directly to retailers and tells them what you can do for them with training, POP, support, etc.
- positions your company as a leader
- creates awareness about your company and products
- helps your company gain "in-store real estate"
- helps launch new products and promotions
- delivers unsurpassed low cost-per-contact
- conveys your company's passion, integrity, values, commitment, ideals and innovation to your customers
- elevates your company's credibility in the eyes of retailers
- generates qualified leads with a pre-qualified buying audience
- reaches stores across Canada even your sales team can't get to regularly
- supports your marketing initiatives, programs, contests and events.
- helps drive your buying audience to your website for more detailed information about your company and products



The only Canadian trade
magazine focused solely on
natural health products

A word from the publisher

Why you should advertise in CNHR

If you want to get your message in front of traditional natural health retailers, CNHR is a wise investment. Why? Because retailers read CNHR. They tell us how much they enjoy CNHR. They consider it “their” magazine, one they feel closer to than other industry trade magazines. Part of the reason for that is I visit stores regularly, getting onto the sales floor and into the backroom, seeing the issues and challenges retailers face on a daily basis, and then writing about and sharing their stories – of success, survival and victory – with their peers across the country. We’ve been publishing since 1997, so many of these retailers have grown up reading CNHR.

Why retailers read CNHR

Results of surveys we have conducted and in conversations with retailers over the years have shown us why they like and read our magazine. They tell us CNHR is very relevant to what they are doing, because it contains valuable content and more practical information than competing publications. They appreciate that our expert articles are tailored just to our industry. Words retailers have used to describe CNHR include: Vital, Helpful, Educational, Unique, Useful, Genuine, Practical and Pertinent.

Since its inception, CNHR has strived to be more of a “community newspaper” than a cold, impersonal business magazine. This strategy has helped to unite the natural health retailing community and make CNHR a reliable, trusted and vital lifeline to stores in every corner of Canada.

When you advertise in CNHR, you are supporting the continuing education efforts of your customers.

In our 20 years of publishing, we’ve built an outstanding relationship with Canada’s natural retailers. Be part of this relationship as an advertising partner. •



Q: Who will see your sales message?

A: Your prime audience: store owners, buyers, managers and sales staff. These are the folks who not only buy your products, they also make the on-floor recommendations and sell your products. These people are **your** sales force. It is crucial to reach out and put your company and products top-of-mind with these valuable product recommenders and influencers. Help make it easy for retailers to sell your products. We mail to 2,300 retailers. Our surveys say that – with pass-along readership – more than 10,000 retailers read CNHR! Remember, your first sale – before you reach consumers – is to the retailer. Let CNHR help you do that.

Getting your news out to retailers

Your company news is important to retailers. That’s why CNHR offers our advertisers more than just ad space. We want you to take advantage of editorial opportunities to connect with retailers. Your company news goes into our Trade Talk section, keeping retailers abreast of your new products, staff changes and other news items. Your new products go into our Product Profile section. And your participation in CNHR trade shows is highlighted in CNHR’s Pre-Show Buzz column. These are just some of the ways CNHR editorial helps connect you to your retailer customers. Our editorial focus has never wavered: anything that helps the traditional natural health retailer qualifies for our pages.

Trade magazines: “a trusted source of information”

In an article, U.S. based marketing company Three Marketiers says using trade magazines helps advertisers in many ways.

“The likely positive ROI performance of trade magazines is a result of the high concentration of purchasing power among the magazine audiences. When evaluated on a cost per thousands (CPM) reach basis against the target B2B purchase makers/influencers, no medium can compare to trade publications.”

“Trade and B2B magazines can deliver the pertinent information, goods, services, pricing, news or information directly where it is intended and directly where it will do the most good – in the hands of customers and prospective customers.”

“Unlike general interest consumer publications, trade publications already have an established niche audience and produce corresponding subject matter for that target audience. Therefore, trade publications can cover an industry in more detail than mainstream consumer publications can.”

“Trade magazines present considerable benefits. The primary value of trade publications is they are a certified and trusted source of information, they are the largest industry-specific advertising marketplace for products and services and they provide a system of networking and communication among industry members and organizations.”

You can advertise in CNHR for as little as \$450.
Contact Katherine or Candace for details.

Bruce W. Cole is the publisher/editor
and co-founder of CNHR Magazine

Retailer Testimonials

Alexa Monahan

Nature's Fare Markets, Vernon, BC

"CNHR is our go-to for all industry related news and business tips. Our executive team reads it cover-to-cover each month and considers it an invaluable resource for everything to do with the Canadian health food industry. For marketing and merchandising advice, retailer profiles, and new product spotlights, CHNR has it all covered."

Sebastian Wong

Ki Nature et Santé, Montreal, QC

"As a retailer I am excited when my CNHR arrives in the mail. The cover stories are a great way to keep track of my fellow retailers. I get to see what they are up to, what new developments they are planning. Maybe I even get a new idea I can use myself! I also very much appreciate the business articles. As most of us in this industry are self taught, it is valuable to read articles about best practices relating to HR, customer service, merchandising, etc. CNHR has become a useful tool, not only for myself but for my staff as well. And of course, I always enjoy the industry pictures, both of people and of stores. Seeing familiar faces or finally putting faces to names makes me feel a little more connected, like we are not just isolated in our little corner of the country. I am an avid reader of CNHR and always will be. Keep up the good work, Bruce and team!"

Carla Smith

The Peanut Mill, St. Catharines, ON

"I receive multiple industry related magazines a month, but it's CNHR that I return to time and time again. The CNHR magazine is like my personal consultant; I can keep current on the latest or future trends from the industry's top leaders, and it has great articles and features that I use for reference. The CNHR podcast keeps me up to date on the latest regulatory changes proposed by Health Canada, AND I can listen to it on the go!"

natural
SKU
preview

The only Canadian
trade magazine
focused solely on
natural health products

Your products are the focus of our editorial!

• Free Product Editorial with every full or half-page ad

Cut through the clutter – put your products centre stage, right in front of retailers' eyes. If you would like to have unsurpassed exposure for your products, then you need to be in SKU.

Mailed to stores in the pharmacy, grocery and mass retail channels, retailers in close to 8,000 stores will see your ad and related product news items. With each full page ad, you get four free product news items.

The retail channels that sell natural health products share a need for product information to help them sell your product. Natural SKU Preview is the magazine that delivers this information: it is dedicated to focusing on your natural health and organic products, providing useful information that spans all channels. Manufacturers, distributors and brokers now have a vehicle to help sell more product. Put multiple products in front of retailers' eyes: get your sales message into Natural SKU Preview.



SKU • All Products • Only Products • YOUR Products

You can advertise in SKU for as little as \$650.
Contact Katherine or Candace for details.

Advertise in both CNHR and SKU and save!

Get the biggest bang for your buck with high exposure in both SKU and CNHR. Contact Katherine or Candace to get pricing on a package that puts you in both magazines, in front of virtually every key natural health buyer, store owner or department manager from stores in all channels across Canada.

Let us customize a quote for you!

Let us do all the work for you. We have lots of advertising options at many price points for both CNHR and SKU. If you let us know what ad size you're considering or what your budget is, we will be happy to personally customize a proposal just for you... explaining all of the benefits, editorial opportunities and value-added features CNHR and SKU have to offer your company! Contact Katherine or Candace.

CNHR & SKU Mechanical Specifications

Printing: Four-colour process.
Sheet fed. Coated stock.

Binding: Saddle Stitch

Advertising submissions: Please send all advertising material as a high resolution PDF, 300 DPI, in a CMYK format. Please allow 1/8" for bleed.

Electronic: to email/FTP material, contact Penny Francis of Wye Design at 519/638-0416 or email: wyedesign1@gmail.com

Ad sizes

Trim Size: W: 8.125" x H: 10.875"
Page Bleed: W: 8.375" x H: 11.125"
Full Page: W: 8.125" x H: 10.875"
2/3 Page Vert: W: 4.75" x H: 9.875"
Half Page Isl.: W: 4.75" x H: 7.387"
Half Page Hor: W: 7.25" x H: 4.951"
Half Page Vert: W: 3.625" x H: 9.875"
1/3 Page Sq.: W: 4.75" x H: 4.945"
1/3 Page Vert: W: 2.25" x H: 9.875"
1/3 Page Hor: W: 7.25" x H: 3.29"
1/4 Page Sq.: W: 3.625" x H: 4.945"
1/4 Page Hor: W: 7.25" x H: 2.468"

Meet the CNHR & SKU Publishing Team



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Editorial Deadlines for 2018

Issue	Editorial	Ad Space	Ad Material
January-February <i>CHFA WEST Preview</i> <i>Guelph Organic Conference</i>	Deadline November 7	Deadline November 18	Deadline November 23
March-April <i>CHFA West Post Show Issue</i>	Deadline January 7	Deadline January 30	Deadline February 12
May-June <i>Industry Trends</i>	Deadline March 21	Deadline April 3	Deadline April 10
July-August <i>Supplier Profiles: Tell Your Story</i>	Deadline May 7	Deadline May 14	Deadline May 21
September-October <i>CHFA EAST Preview</i>	Deadline June 29	Deadline July 11	Deadline July 18
November-December <i>CHFA Post Show Issue</i>	Deadline September 6	Deadline September 20	Deadline September 26



Publishing Deadlines 2018

Two issues in 2018

Spring 2018

Editorial	Jan. 10
Space	Jan. 23
Ad Material	Feb. 10
Mails	mid-March

Fall 2018

Editorial	June 22
Space	June 29
Ad Material	July 6
Mails	mid-March

For CNHR and/or SKU ad rates:

Please contact Katherine or Candace for advertising prices. They will be happy to prepare a customized proposal to suit your needs and your budget.