

S tigma

A VOICE FOR THE VOICELESS...INFORMS...INSPIRES...SUPPORTS



MEDIA KIT
2015/2016

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STIGMA MAGAZINE

Published six times per year, Stigma Magazine is one of Canada's premier publications addressing the needs of the one in five people—over six and a half million Canadians—who experience a mental illness or substance use problem in their lifetime. Stigma presents informative and inspiring articles that show readers not just how to deal with their issues, but how to enjoy a healthy life. Written and produced by leading mental health and recovery experts and people who have walked the same paths as our readers, Stigma Magazine speaks our readers' language and presents a clear road map to attaining a fulfilling new way of life.

STIGMAMAGAZINE.COM

Stigmamagazine.com forms the centre of the Stigma community on the Web, providing news and features that support mental wellness and recovery, and points the way to a healthy life for those struggling and searching for solutions. At Stigmamagazine.com, our editors curate the best content and tools created by our staff writers, leading contributors and bloggers, providing a positive and solution-focused home for people on the Web. Consumers seeking solutions find them through Stigma.

STIGMA RESOURCES

Stigma Resources is a comprehensive, unbiased online guide that connects people seeking help with the organizations that can help them—your business. Promoted through special advertising sections in each issue of Stigma Magazine and Stigmamagazine.com, Stigma Resources is designed to connect our readers—and consumers searching on the major search engines—with your facility or service.



REACHING 25,000 + CONSUMERS DURING A SIGNIFICANT LIFESTAGE EVENT!

IN EVERY ISSUE

Stigma inspires, informs and supports our readers through every stage of their journey. Each issue offers a mix of features, advice, profiles and current trends designed to help our readers thrive.

MIND

Mental health and addiction experts are pioneering new research and treatments every day. Stigma's interviews with prominent authors, psychologists and treatment centre staff educate readers on developments in the field, while introducing them to treatments & aftercare options.

SPIRIT

Healing and rejuvenation come in many forms. From introducing readers to yoga poses and meditation styles, to retreats and sober travel, Stigma is the source for discovering how to soothe your soul.

BODY

Developing and maintaining new healthy habits is central to success. We show readers where to start, what gear to use and how to keep their diet and exercise routine fresh and focused.

LIFE

Recovery is a major life stage event that impacts the way we do everything. Our readers look to Stigma for strategies and advice on managing their careers, money, relationships and more.

RECOVERY RESOURCES

In conjunction with our online resources, Stigma publishes an online guide to recovery centres and mental health resources along with a calendar of upcoming events in every issue.

WHO WE SERVE

Our highly engaged audience includes people already in recovery, as well as those looking for help for themselves or others. They come to Stigma for information, advice and guidance as they approach a challenging but exciting new chapter of their lives.



- News and reviews of mental wellness and recovery related books and media
- In-depth coverage of public policy and its impact on the mental wellness and recovery communities
- Profiles of celebrities and people making a difference in mental wellness and addiction.
- Advice from leading coaches and peers
- Voices: The best from our stigmamagazine.com bloggers and community
- And more...

2015/2016 EDITORIAL CALENDAR

SEPTEMBER/OCTOBER

Happy Recovery Day - Change Your Life Now

They aren't called major life events for nothing. Starting a new job, getting married, moving to a new home – big changes can have a big impact on your life. We'll talk to experts and show you strategies for sizing up stressors and handling them with confidence. We will also talk with Canucks Sports and Entertainment, about their involvement in the community regarding mental health with the Vancouver Canucks and NHL Talks.

NOVEMBER/DECEMBER

Special Women's Issue

We take a look at Art Therapy for women and women with eating disorders at Midlife. We will also take a look at personal networks of women in substance abuse treatment as well as pregnancy, mental health and addiction.

JANUARY/FEBRUARY:

New Year, New You

Resolutions and goal-setting; It's all familiar territory when you're in recovery. We'll show you how to recharge your strategies to make this your best year yet. With in-depth features on Women with Addiction and Mental Health issues, we'll also examine treatment and recovery from a new angle.

MARCH/APRIL:

Friends and Family

Substance use and mental health issues affect more than just those who are suffering. It drives a train through the lives of those surrounding the addict, alcoholic or persons with mental health issues. We'll point the way to strategies and resources that support holistic solutions for everyone involved.

MAY/JUNE:

The Travel and Party Issue

Can you do Vegas sober? Would you even want to? What's the best way to approach spring and summer travel while protecting your sobriety and enjoying your life? From Spring Break to summer getaways and backyard barbecues, we'll provide the destinations, tips and strategies for having fun and living life to the fullest all while keeping the focus on protecting and even advancing your recovery.

JULY/AUGUST:

Sunshine and Sobriety

From West Coast surfers embracing the sober lifestyle, to the increasing popularity of wilderness and outdoor recreation therapies, the great outdoors and the good life in recovery go hand-in-hand. We'll show you how to make the most of the summer at any stage of recovery.



ADDED VALUE OPPORTUNITIES

Stigma can assist advertisers in extending and enhancing their marketing message through a variety of impactful and reach-extending opportunities to increase and augment marketing impressions to this crucial, brand-loyal audience. These are some of the ways Stigma offers added value to your advertising commitment:

E Blasts

Stigma Media's bi-weekly e-blasts offer readers an update of fresh content on the website, and offers advertisers a venue to connect to a growing online community and provide product and service placement.

Videos

Various interactive multimedia elements on the website, including original video content and features, are an added platform for advertising opportunity.

Mobile

Stigma Media offers a mobile as well tablet application that provides print magazine content in an adaptive format for hand held devices

Digital Editions

Subscriptions for Stigma are available in print-plus-digital and digital-only formats as well, helping Stigma cast a wider readership net across the globe that can be utilized for added advertising opportunities.

Bonus Distribution/Cover Wraps:

Stigma Media finds right avenues for building interest and readership. Using marketing strategies such as cover wraps and distribution of the print magazine to treatment centres, mental health facilities, and at mental wellness and recovery-related events helps Stigma, and advertisers, reach a larger and targeted audience.

Events:

The Stigma Media management is also active in sponsoring and attending trade shows, as well as providing copies of the magazine to attendees of various mental wellness and recovery events around British Columbia and the rest of the country. Stigma Media can provide advertisers the unique ability to be integrated into events around the country.

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STIGMAMAGAZINE.COM

Stigmamagazine.com is the 24/7 digital destination for those dealing with mental health issues and in the recovery lifestyle. Finally a website that digests the myriad of information scattered across the web and provides a clear, concise and accurate portal to key issues and takeaways for the recovery and mental health communities!

Stigmamagazine.com offers countless original blogs from those in the mental health and recovery community, articles and news on fresh topics daily, as well as treatment provider information and social media features for those seeking community, inspiration and resources. Our new resources section gives you access to all the tough questions you have and other useful information. The site also offer's a location-based meeting-mapper app that zooms to find all of the meetings in the area at the time the user is looking and even provides directions to the meeting.

Stigmamagazine.com is a user-driven online destination and encourages visitors to make connections with one another and offer their own news, listings and inspiring stories. Every issue of Stigma features positive, in-depth insight and tools to keep your clients engaged on their road to change. Create a lasting impression and keep your patients, clients and event attendees connected by providing them with a copy of Stigma.

People everywhere are turning to Stigma magazine and stigmamagazine.com for the insight and tools they need to envision and achieve the full promise of recovery and dealing with mental health issues in their lives. Let us show you how affordable and effective it can be to position your message in front of Stigma's growing audience of people who are passionate about recovery.

Stigma serves an underrepresented, specialized and growing audience. Our readers represent the more the one in five people—over six and a half million Canadians—who experience a mental illness or substance use problem in their lifetime, and countless friends and family members looking for treatment for people they love. Stigma's multi-platform approach seeks to highlight the of the recovery lifestyle while providing readers with the guidance and resources they need to reach and maintain it. Because recovery from addiction requires the establishment of an entirely new way of life, Stigma provides a much-needed resource at a pivotal time in our Reader's journeys. Our audience is galvanized to make positive lifestyle changes and eager to explore their options.

AUDIENCE DEMOGRAPHICS

Median HHI: **\$62,000**

68% HHI over **\$50,000**

MEDIAN AGE

37

55%

FEMALE

45%

MALE

48%

25-45 YRS OLD

73%

25-55 YRS OLD

- **28%** Professional or Technical Positions
- **21%** Upper Management Positions
- **51%** College/University Degree
- **56%** of the readers have enjoyed foreign travel, cultural events and active sports, and a majority has indulged in some type of active sports: golf, skiing, hockey, baseball, tennis, gym, sailing or jogging.
- **Stigma Magazine** is also distributed to corporate levels including; municipalities, HR professionals, disability management teams as well as private companies.



RATES

RATES for 2015/2016	1x	3x	6x
Inside Front Cover Spread	\$3,380	\$3,280	\$3,180
Outside Back Cover	\$2,480	\$2,380	\$2,280
Inside Front/Back Cover	\$2,280	\$2,180	\$2,080
Double Page Spread	\$2,980	\$2,880	\$2,780
Full Page	\$1,940	\$1,750	\$1,580
2/3 Page	\$1,690	\$1,590	\$1,490
1/2 Island	\$1,440	\$1,350	\$1,250
1/2 Page	\$1,290	\$1,190	\$1,050
1/3 Page	\$1,040	\$940	\$880
1/4 Page	\$790	\$690	\$590
1/8 Page	\$550	\$495	\$415

STIGMA READERS ARE:

- Actively searching for mental health and recovery solutions
- Interested in renewing their health
- Seeking resources to improve their bodies, minds and spirits
- Looking for ways to support and maintain their lives
- Highly educated and engaged in promoting wellness
- Committed to better understanding the latest trends & research
- Dedicated to helping others achieve a healthier lifestyle, mind, body, and spirit



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