



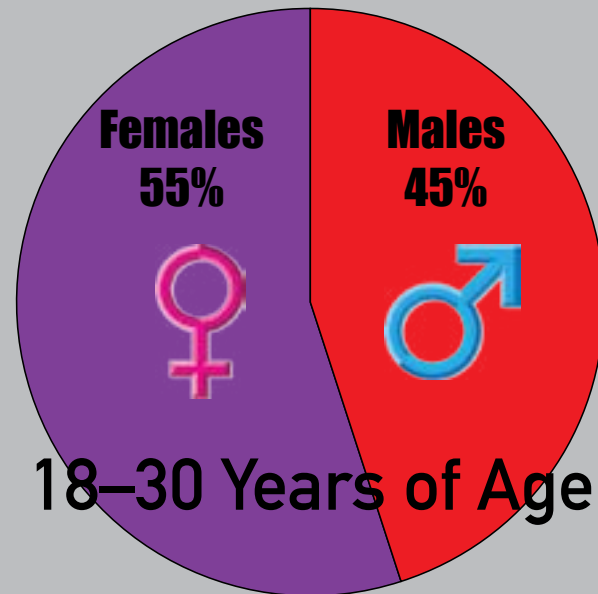
METAMORPHOSIS



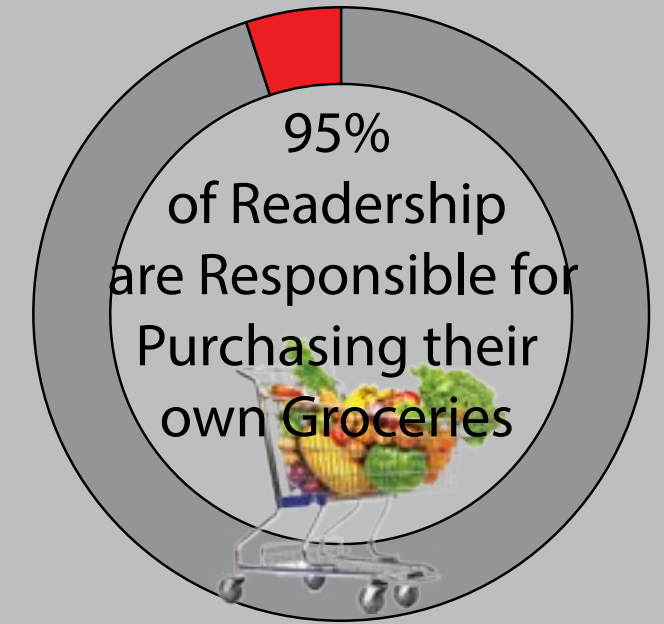
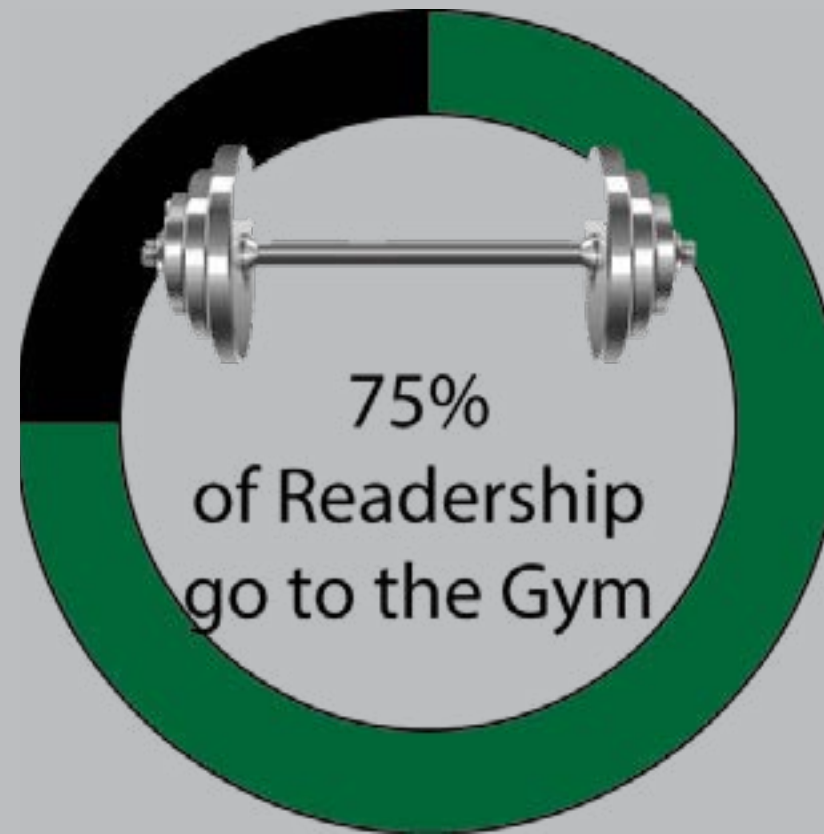
**Media
Kit
2019**



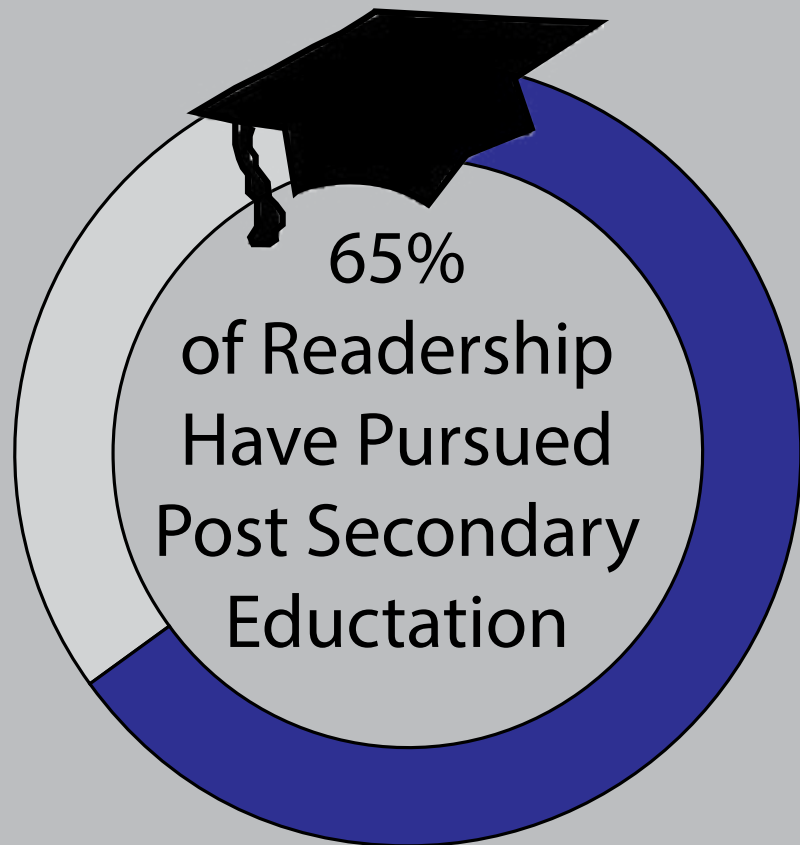
METAMORPHOSIS



18–30 Years of Age



Total Circulation per Issue: 2,000
Readership: 6,000



Issue #1- April 2019

Feature #1:
Title: 5 Keys to starting a healthy lifestyle
Synopsis: Includes tips and advice from experts on healthy living.

Feature #2:
Title: Diets and Decisions
Synopsis: The risks and benefits to a new diet. Keto, Ideal Protein and other dieting trends.

Feature #3:
Title: Making your exercise plan
Synopsis: Advice from professionals.

Materials due: February 4th, 2019 Ad sales due: February 21st, 2019 Ad art due: March 4th, 2019

Issue #2- May 2019

Feature #1:
Title: Spring cleaning
Synopsis: How to start a full body cleanse.

Feature #2:
Title: April showers bring May flowers
Synopsis: What types of herbs and spices should you add to your diet and what the health benefits are.

Feature #3:
Title: Allergies and intolerances
Synopsis: Coping with food allergies/ intolerances and how to figure out substitutes.

Materials due: March 6th, 2019 Ad sales due: March 20th, 2019 Ad art due: April 3rd, 2019

Issue #5- August 2019

Feature #1:
Title: Eat well
Synopsis: Finding a healthy food diet plan that is right for you.

Feature #2:
Title: Sports season
Synopsis: About sport seasons and becoming more active.

Feature #3:
Title: Lose weight feel great
Synopsis: Tips for weightless without the unrealistic expectations of modern media.

Materials due: June 6th, 2019 Ad sales due: June 20th, 2019 Ad art due: July 4th, 2019

Issue #6- September 2019

Feature #1:
Title: Sweater weather
Synopsis: Staying fit after the change in weather.

Feature #2:
Title: Back to school
Synopsis: Healthy back to school snacks for the allergy friendly environment.

Feature #3:
Title: Cabin fever
Synopsis: Dealing with the depression caused by the end of summer.

Materials due: July 7th, 2019 Ad sales due: July 21st, 2019 Ad art due: August 4th, 2019

Issue #3- June 2019

Feature #1:
Title: destress from Stress
Synopsis: With the end of the "school year" for kids coming up, it can be hard to make time to relax.

Feature #2:
Title: Hobbies and crafts
Synopsis: Tips to find out what hobby you should try next

Feature #3:
Title: Lifestyle maintenance
Synopsis: Tips for eating health and exercise.

Materials due: April 6th, 2019 Ad sales due: April 20th, 2019 Ad art due: May 4th, 2019

Issue #4- July 2019

Feature #1:
Title: Summer fun in the sun
Synopsis: Activities to maintain a healthy lifestyle.

Feature #2:
Title: Just chillin
Synopsis: Healthy summer drinks and sweet deserts (ice cream) to satisfy summer cravings.

Feature #3:
Title: Swimsuit bod
Synopsis: Exercise tips to get ready for some fun in the sun (after the rainy season is over).

Materials due: May 6th, 2019 Ad sales due: May 20th, 2019 Ad art due: June 3rd, 2019

Recurring sections and Columns:

Title: Fitness tips
Synopsis: exercise tips from experts.
Title: Healthy recipes
Synopsis: Recipes.
Title: Helpful Habits
Synopsis: Habits to help start a healthy lifestyle.
Title: Relaxing from the taxing
Synopsis: Tips for relaxing
Title: Nutrition
Synopsis: Dietary planning

Circulation 2019

Metamorphosis is an innovative health and wellness magazine that caters to Calgarians, who are looking to start or maintain a healthy lifestyle.

Metamorphosis is issued monthly, and distributed in health clinics, gyms, and other fitness facilities.

Metamorphosis utilizes the “take one/ leave behind strategy,” which is when copies of magazines are placed in retail environments that it can thrive in.

Metamorphosis places copies of their magazine in local gyms, medical offices and weight loss clinics, in order to guarantee an increase in readership.

Metamorphosis also uses the “partnering technique,” which entails deals with likeminded businesses.

Metamorphosis has partnered up with local gyms and healthy food stores, in order to increase circulation.



Rate Card 2019

Frequency	1X	3X	6X	10X
Outside back cover	\$315	\$ 285	\$270	\$250
Inside covers	\$290	\$260	\$245	\$230
Full page	\$250	\$225	\$215	\$200
2/3 page	\$185	\$170	\$160	\$150
1/2 page	\$150	\$135	\$130	\$120
1/3 page	\$100	\$90	\$85	\$80
1/4 page	\$80	\$70	\$66	\$65
1/6 page	\$55	\$50	\$47	\$44

Rates are the net of agency commission GST (5%) not included. Ads are available in full-colour.



Business Plan

First Year:

“With the help of grants we have secured \$15,000 start-up cost.

In the first year of operation, with circulation starting at 2,000 we expect to turn a modest profit of \$4,774 based on revenue of \$125, 666 and expenses of \$120, 891.

The majority of our income comes from advertising (\$12, 567) and the biggest expense is variable production costs (\$62,395).”

Year 2:

“With a projected growth of 5% per month year 2 looks better.

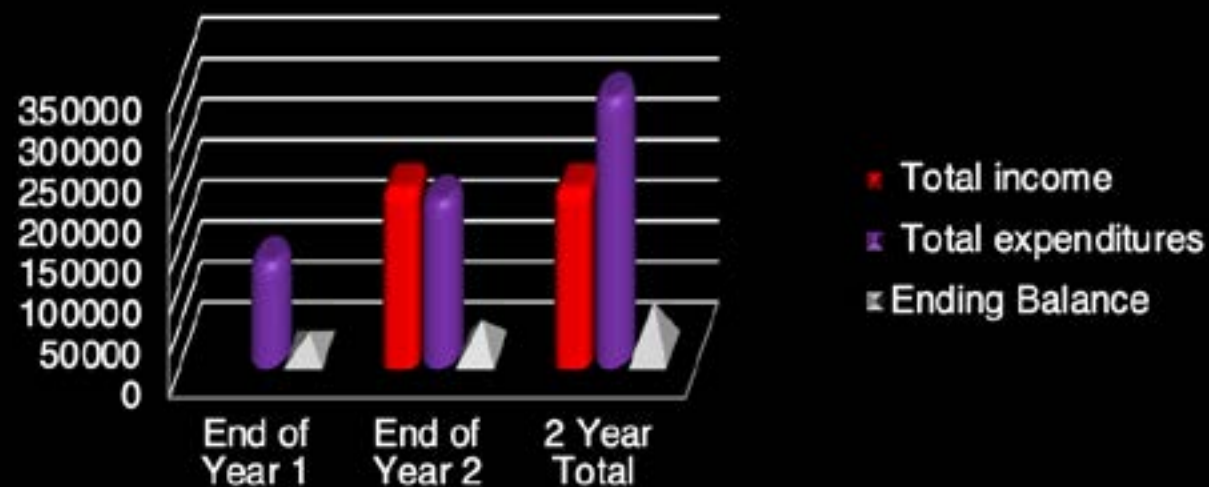
With circulation growing to 3,771 we expect to turn a profit of \$30,310 based on revenue of \$213,632 and expenses of \$203,096.

We project to be able to charge a full-page rate of \$425 because of our increased circulation.

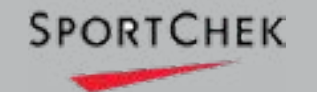
The majority of our income comes from advertising (\$21,363) and the biggest expense is variable production costs (\$112,053).”

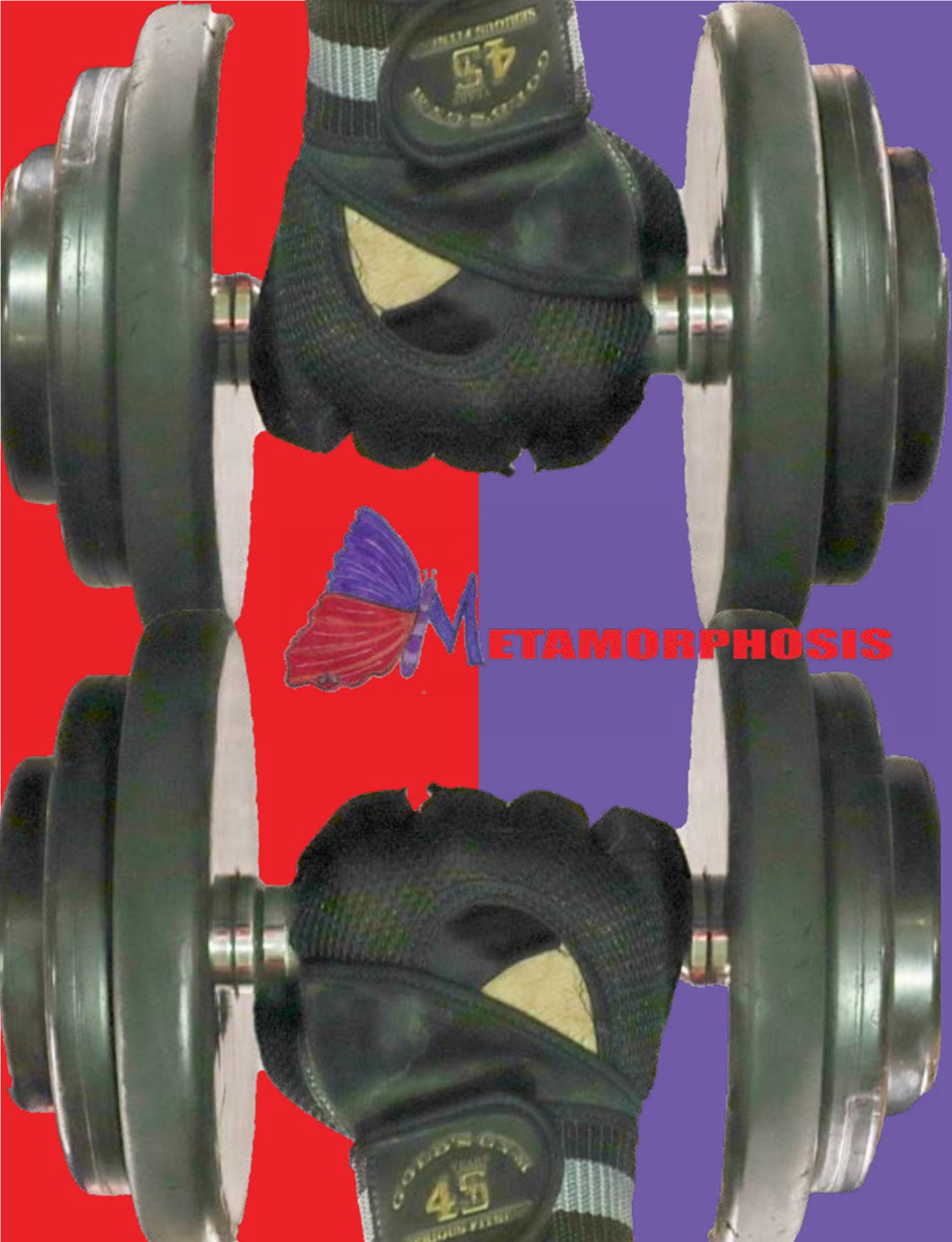
It is our belief that with circulation steadily growing we will be able to sustain demand for the magazine and keep readers and advertisers engaged into the future.

Projected 2 year Profit (Cash Flow)



Our Advertisers





METAMORPHOSIS