

## WELLNESS HUB AND OTHER VALUE ADDED BONUSES

**SKwellnessHUB.ca** Powered by **Wellnessnews Choices for Healthy Living®** provides consumers with an abundance of resources that will detail your business, like no other Directory!

### Amplify Your Online Presence!

**Features include:**

- New Deals & Offers
- Featured Local Products
- Events
- Health Tips
- Business Spotlights
- Videos
- Podcasts
- Customer Reviews
- Search by Key Words



## Enhancing our community's wellbeing together!



Print • Online • Social Media • Interactive Wellness Hub

COMMUNITY. COLLECTIVE. COLLABORATION.



### BUSINESS SPOTLIGHT:

Book YOUR Spotlight Ad Campaign! You can chose to have an EXCLUSIVE SPOT LIGHT to promote events or contests, with top exposure in Print, Online and Digital Marketing, or choose to sponsor the Sudoku/Word Search!



### GIVING BACK:

Giving back is extremely important to us. In fact, it's simply who we are. We are passionate about making a difference and supporting local.



### CREATIVE SERVICES:

Don't have a Logo? Need help with your Brand? **We can help!**

Wellnessnews Choices for Healthy Living® offers you a team of professional graphic designers and photographers to create your brochures, business cards, and all marketing material.

# media kit

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**SKwellnessHub.ca**



Proud Member of Prince Albert Chamber of Commerce



# COMPREHENSIVE WELLNESS PROMOTION CAMPAIGNS

Wellnessnews Choices for Healthy Living® aspires to help people discover local solutions to improve their health, well-being and quality of life.

Be seen as the expert in your industry and join a "panel of health experts" that work together to create a community resource that showcases products and services.

## All-Inclusive Campaign includes:

- **PRINT** with **DISTRIBUTION** to over 80+ local business, stores and offices, in Prince Albert and surrounding communities, going as far as the Old Parkland Health Region boundaries; with Distribution to communities such as Kinistino, Birch Hills, LaRonge, Shellbrook, and even the Lakes.
- **ONLINE** with hyperlinks *Wellness.News*
- **INTERACTIVE DIRECTORY HUB** *SKwellnessHUB.ca*
- **SOCIAL MEDIA POSTS**  
f *PrinceAlbertWellnessNEWS*
- **E-BLAST** to monthly online subscribers
- **MEDIA SPONSORED** community events

## PRINT · ONLINE · SOCIAL MEDIA

### Leverage the Power of Networks with a Multi-Media Platform Approach



## TARGETED REACH



### Where Traditional and Digital Marketing meet, the new age of Hybrid Marketing at your finger tips!



# THE PERFECT DIRECT MARKETING SOLUTION!

## Zero in on Neighbourhoods with YOUR Health Tip and Marketing Message



- Wait rooms of local doctors, pharmacies, health clinics
- Alternative health practitioners
- Nutritional supplement, natural foods and grocery stores
- Corporate office staff rooms
- Local coffee shops/restaurants and pet stores
- Including both Wellnessnews advertisers and non-advertisers alike!

## RECENT STUDIES SHOW



- Health and Wellness is top of mind - a need to stay healthy
- Average 80% printed copies taken with reader
- Advertising in print provides a 20% higher response rate than digital (*globe & mail*)
- 8 out of 10 people trust print over digital (*marketing sherpa*)
- 67% of online searches are driven by print (*ipsos-us*)

## WHAT OUR CLIENTS ARE SAYING!

"I have been advertising in the WellnessNews for the past few months and I have found it very effective in reaching my target audience. **I was surprised by the number of inquiries I have received in such a short time span.** I was pleasantly surprised when I found a copy in the waiting area of my personal chiropractor recently. I highly recommend it."  
~ Dr Bea Gerbrands MBCh.B, CCFP, ABHRS, DA(SA),  
De Haar Hair Restoration, [www.dehaarhair.ca](http://www.dehaarhair.ca)



"WellnessNews has truly transformed our business! **The WellnessNews innovative strategies and creative campaigns have not only elevated our community presence but also significantly boosted our organizational significance.** Their team's attention to detail, market insights, and dedication to understanding our needs have made them an invaluable partner. We couldn't be happier with the results and highly recommend WellnessNews to any organization looking to take their marketing efforts to the next level." ~ Wayne Nogier, Mont St Joseph Home Inc.