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FOR IMMEDIATE RELEASE

Canadian Health and Lifestyle Celebrates a New Look

TORONTO – From its inception over 5 years ago to its current ranking of 7th in national readership in Canada per issue (PMB 2008), *Canadian Health and Lifestyle* Magazine has enjoyed incredible success. But not content to ride this wave, the magazine has decided to up the ante - with a complete redesign.

“What we wanted to do was present a new look. A clearer, more concise publication. One that reflected the clean life choices *Canadian Health and Lifestyle* offers.” said Joe Vecili, publisher of the magazine. “From the format to the type faces, to the amount of content – we’ve taken what people told us they loved about the magazine and made it even better.”



New Cover of the Spring 2009 Issue

The result is a visually pleasing, more contemporary publication for Canadians looking to live better and really enjoy the skin they’re in. The redesigned issue, available in March 2009, comes at a curious time as well. “While some publications are slowing down, we’re gearing up for the future. The new design reflects that.” added Vecili.

Launched in spring 2004, *Canadian Health & Lifestyle* is a national magazine that provides information on valuable topics that contribute to the healthy lifestyle busy Canadians are seeking. *Canadian Health & Lifestyle* focuses on health and wellness, fitness, self-improvement and nutrition including delicious, healthy recipes from well-known Canadian chefs. Regular columns

offer advice from a medical expert, health expert, pharmacist, naturopath, life coach, and a wide host of leading experts in a variety of fields.

Published 4 times a year with a total distribution of 1,600,000 nationally, *Canadian Health & Lifestyle* is distributed free through approximately 1,100 Rexall™ family of pharmacies, 26,973 copies per issue to health practitioners' waiting rooms and 20,000 to hospitals/clinics. Not to mention that an average of 115,000 copies are mailed free to readers' homes and 8,000+ include paid subscriptions, complimentary media & tradeshow copies.

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The complete PMB 2008 Topline report is available at:
http://www.pmb.ca/public/e/pmb2008/PMB2008_topline.pdf

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