



alive publishing group



*alive* magazine

*alive.com*

*alive* USA

*sage*

*alive* Studios

*thrive*

*alive@work*

*alive* Awards

*alive* eNewsletter

*alive* Listens

*alive* Academy

*alive* Research

*alive* Executive Summit

[apg.alive.com](http://apg.alive.com)

## 2017 MEDIA KIT

Your complete source for natural health and wellness



alive publishing group

## COMPANY OVERVIEW

For more than 40 years the *alive* brand has been synonymous with natural health and wellness, editorial integrity, and the empowerment of *alive* readers to make healthy, natural, and sustainable lifestyle choices.

### ***alive* magazine** [ PAGE 4-10 ]

Publishes the latest natural health information; *alive* is purchased and distributed monthly by natural health retailers to enhance their customers' natural health knowledge.

### ***thrive*** [ PAGE 11 ]

Presents retailers with information on major editorial and advertising features in the upcoming issue of *alive* magazine.

### ***alive.com*** [ PAGE 12-13 ]

Showcases original award-winning content from *alive* magazine, additional rich media, and a vibrant online community of people interested in natural health.

### ***alive@work*** [ PAGE 14-15 ]

Engages Corporate Wellness clients and their staff, throughout North America and beyond, with helpful lifestyle information.

### ***alive* eNewsletter** [ PAGE 16 ]

Features current editorial topics, top trends, tips, and product features. Ideal for contest promotions, new product launches, and brand announcements.

### ***alive* Studios** [ PAGE 18 ]

Brings your company to life, creating visual impact and engagement to your business, your products, and your services in our exciting boutique video production facility.

### ***alive* Academy** [ PAGE 19 ]

Educates retail store staff, health care practitioners, and other members of the community about natural health and wellness with numerous certificate and diploma options available.

### ***alive* Research** [ PAGE 19 ]

Employs top national market researchers to produce exclusive insight into the future of natural health and the natural buying patterns of shoppers across the country.

### ***alive* Listens** [ PAGE 20 ]

Engages readers in a state-of-the art online research portal to produce in-depth results that allow us to foresee trends, challenges, and opportunities to stay ahead of the curve.

### ***alive* Awards** [ PAGE 21 ]

Promotes and recognizes outstanding product innovation while enhancing the credibility of natural health products.

### ***alive* Executive Summit** [ PAGE 21 ]

Brings together senior executives and thought leaders to envision the future of natural health.





### ***sage*** [ PAGE 22 ]

Introduces all things natural, healthy, and sustainable. Found in the natural values section of supermarket giant Loblaw, *sage* brings natural living ideas to a mass audience.

### ***alive* USA** [ PAGE 23 ]

Publishes next-level health, fitness, and food articles geared to the eco-conscious consumer, distributed quarterly by health food retailers throughout the US.

*follow us.*

-  facebook.com/alive.health.wellness
-  @aliveHealth
-  @alivehealth | #alivemagazine
-  alive magazine

**apg.alive.com**



# Opportunity.



58% buy organic groceries, spending 23% of their weekly grocery budget on organics

89% of Canadians currently have a medical condition

84% of Canadians use natural health products

64% will pay more for good food for themselves and their family

Source: Navigating Natural Health in Canada.  
- alive & Ipsos Reid



# alive magazine

Unique.

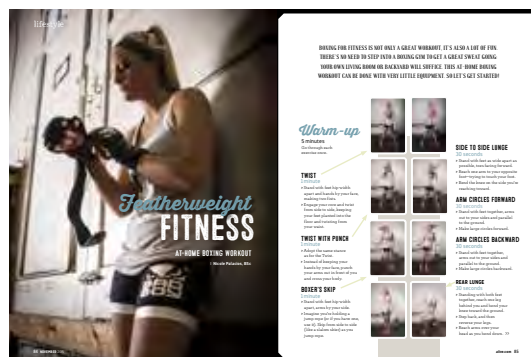
Unlike free or regular newsstand magazines, natural health retailers purchase *alive* magazine and use it as an integral part of their sales, marketing, and customer service programs. Retailers have a strong sense of ownership and investment in *alive*. Many make inventory and purchasing decisions based on brands that advertise in *alive*.

## KEY FACTS

- > CIRCULATION  
185,000 copies
- > FREQUENCY  
monthly
- > LOCATIONS  
800+ retail points across Canada
- > READERSHIP  
3.4 readers per copy







# Influential.

## Those interested in *alive* ...

- › are predominantly female, from **30 to 55 years** of age
- › have household incomes of **\$100,000**
- › are from households with **3 or more** individuals
- › 77% are **post-secondary** educated

## Credible content = consumer trust

Research shows *alive* readers have a **high level of engagement** in *alive's* content, which has a **strong impact** on the brands they purchase.

## *alive* readers ...

- › refer to the **average issue 3 times**, enhancing exposure to advertising messages
- › invest approximately **50 minutes** in the average issue
- › 78% make **purchases based on** what they read in *alive*
- › 84% have a **positive attitude** toward companies advertising in *alive*

## Calendar.

Each month *alive* delivers content that is fresh, innovative, and accessible. Trusted as the go-to resource for making healthy, natural, and sustainable lifestyle choices, *alive* articles explain otherwise complicated natural health and wellness topics in an easy-to-understand way. Readers enjoy actionable information designed to help improve their lives.

JANUARY



### FOCUS: **fitness nutrition**

ON DISPLAY: fitness nutrition products

The New Year is the perfect time to set personal health goals. *alive* guides readers to eat healthy, supplement properly, and kick-start their exercise routines to make overall health the number one priority in 2016.

FEBRUARY



### FOCUS: **heart health**

ON DISPLAY: heart health products

This month we focus on loving our hearts. *alive* provides readers with the latest information on heart-healthy foods and supplements, exercises, and relationship tips to ensure a healthy heart in every way.

MARCH



### FOCUS: **men's health**

ON DISPLAY: men's health products

Men are known for avoiding the health issues they face, but this month *alive* tackles men's health head-on. We provide men—and the women in their lives—with tips and simple strategies for maintaining their best health.

APRIL



### FOCUS: **cancer**

ON DISPLAY: immune-boosting products

With a focus on cancer this month, *alive* provides readers with the information they need to combat this disease. From food to supplements to positive attitude, we offer the latest prevention tools and management strategies.

MAY



### FOCUS: **detox**

ON DISPLAY: detox & cleansing products

Modern life comes with a host of unavoidable contaminants in the air, water, and soil. This month *alive* offers advice for detoxifying and cleansing our readers' bodies—inside and out.

JUNE



### FOCUS: **alternative medicine**

ON DISPLAY: natural food & drink

*alive* explores alternative medicine—its practitioners, procedures, and benefits—to provide our readers with well-researched information on a variety of health options from acupuncture to Zen meditation.



# 2017 line-up

JULY



## FOCUS: **women's health**

ON DISPLAY: women's products

Women usually look after everyone else's health. This month, *alive* focuses on women's health and wellness, providing the latest research, supplement news, and exercise strategies women need to stay healthy throughout their lives.

AUGUST



## FOCUS: **de-stressing**

ON DISPLAY: multivitamins & minerals

Our readers lead increasingly busy lives, with stress as a constant companion. We look at how herbs and supplements can play a role in helping them thrive.

SEPTEMBER



## FOCUS: **children's health**

ON DISPLAY: children's products

It's back-to-school time. This month *alive* focuses on food, fitness, and strategies to keep kids healthy. We help parents ensure their kids get active and stay active to create a strong foundation for healthy living.

OCTOBER



## FOCUS: **longevity**

ON DISPLAY: antiaging products

As fall leads to winter, *alive* focuses on healthy aging. Fitness strategies, whole food recipes, and the latest information on longevity and immune-boosting supplements enhance our readers' health and quality of life.

NOVEMBER



## FOCUS: **supplement backup**

ON DISPLAY: herbs & supplements

Along with an active lifestyle and whole food diet, readers want to know about the healing properties of herbs and supplements. *alive* provides a look at tried-and-true—as well as new—products on the market.

DECEMBER



## FOCUS: **colds & flu**

ON DISPLAY: cold & flu products

As the year draws to a close and we're all firmly in the grip of winter, we're reviewing cold and flu strategies to keep our readers' seasons bright.

## Advertising rates.

INSIDE POSITION	1x	3x	6x	12x
Double page spread	\$18,220	\$17,590	\$17,010	\$15,750
1 + 1/3 page spread	\$15,460	\$14,330	\$13,810	\$12,700
1 page	\$9,975	\$9,240	\$8,980	\$8,770
1/2 page horizontal/vertical	\$6,510	\$6,410	\$6,300	\$5,880
1/3 page vertical	\$5,350	\$5,150	\$5,140	\$4,920
COVER POSITION				
Inside front/back cover	\$12,710	\$12,340	\$12,020	\$11,810
Outside back cover	\$14,020	\$13,650	n/a	n/a
SHOWCASE POSITION				
1/4 page	\$2,730	\$2,420	\$2,310	\$2,200
1/8 page	\$1,470	\$1,420	\$1,360	\$1,310
MARKETPLACE POSITION				
Single	\$890	\$840	\$790	\$730
Double	\$1,790	\$1,680	\$1,580	\$1,420
IN STORE - limited spaces available				
Includes image and 40 words of text \$2,730				

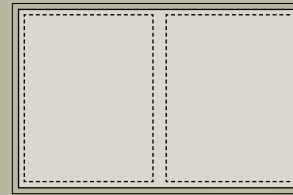
Guaranteed positioning is for consecutive pages, specific spot in magazine, first half of magazine, right/left hand side.

**Add 10% for guaranteed page positioning.** Prices in Canadian dollars.

**There are many options for custom campaigns** including, but not limited to, bind-ins, sampling, tip-ons, blow-ins, special ad sections, etc.

Ask your account executive for details or email [advertise@alive.com](mailto:advertise@alive.com) for more information.

## Specs.



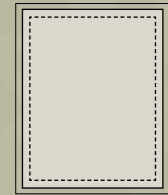
### DOUBLE PAGE SPREAD

16.25 x 10.75 trimmed  
16.75 x 11.25 bleed  
15.75 x 10.25 live area  
(allow 0.5 inch from the spine on each page)



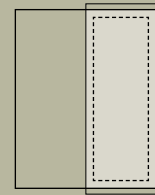
### 1 + 1/3 PAGE SPREAD

8.125 x 10.75 + 2.75 x 10.75 trimmed  
16.75 x 11.25 bleed  
15.75 x 10.25 live area



### FULL PAGE

8.125 x 10.75 trimmed  
8.625 x 11.25 bleed  
7.125 x 10.25 live area



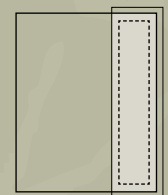
### 1/2 PAGE VERTICAL\*

3.979 x 10.75 trimmed  
4.479 x 11.25 bleed  
3.729 x 10.25 live area



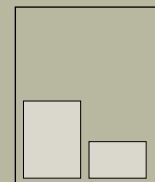
### 1/2 PAGE HORIZONTAL

8.125 x 5.313 trimmed  
8.875 x 5.563 bleed  
7.125 x 5.063 live area



### 1/3 PAGE VERTICAL\*

2.75 x 10.75 trimmed  
3.25 x 11.25 bleed  
2.5 x 10.25 live area

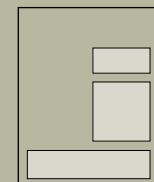


### SHOWCASE 1/4

3.438 x 4.813

### 1/8

3.438 x 2.313



### MARKETPLACE

#### Single

3.438 x 1.813

#### Double vertical

3.438 x 3.813

#### Double horizontal

7 x 1.813

**\* As page placement is not guaranteed, please include bleed for both right and left pages.**



## Sending ads.

- › preferred file format:  
press-ready PDFs, Illustrator, and InDesign
- › also accepted: 300 dpi EPS, PSD, and TIFF files
- › not accepted: PageMaker, FrameMaker, Corel Draw, and Microsoft Publisher
- › ad must match size of one of the boxes shown above
- › label emails with ad name, publication month, and company name
- › include all fonts, logos, and graphic files
- › convert all RGB and Pantone spot colours to CMYK, and convert all fonts to outlines
- › ads must be approved by *alive* prior to publication for content and design

Ads accepted via email at **art@alive.com** (less than 10MB), or on *alive*'s FTP site.

### **ftp.alive.com**

username: alivemag

password: aliveart

#### **Pricing and Payment**

- › Pricing is subject to change without notice.
- › Prepayment is required for all first-time advertisers. Ads will not be placed until payment is received.
- › Production charges for additional artwork are billed at \$100 per hour.

#### **Advertising in *alive* supports health food store sales.**

We regret that advertisements for multi-level marketing and direct marketers cannot be accepted. Likewise, website advertisements offering supplements, vitamins, or other products not available in health food stores cannot be accepted. Advertisements for therapeutic treatments are limited to licensed, scientifically proven methods (e.g., registered massage therapist, chiropractor, naturopathic physician, etc.).

#### **Products must be:**

- + all natural and/or organic
- + available for sale in natural health stores in Canada

***alive* reserves the right to approve all advertising.**

## Deadlines.

ISSUE	AD RESERVATION	DATE MATERIAL DUE
January	October 19, 2016	November 2, 2016
February	November 18, 2016	December 1, 2016
March	December 22, 2016	January 5, 2017
April	January 20, 2017	February 2, 2017
May	February 20, 2017	March 3, 2017
June	March 23, 2017	April 5, 2017
July	April 21, 2017	May 4, 2017
August	May 19, 2017	June 2, 2017
September	June 23, 2017	July 7, 2017
October	July 21, 2017	August 3, 2017
November	August 23, 2017	September 6, 2017
December	September 22, 2017	October 5, 2017





# thrive

*thrive* is a digital peak into what's coming in the next issue of *alive* magazine—delivered monthly to our retail partners' inboxes. A valuable tool, *thrive* enables business owners to plan for inventory choices and make the most of their display and promotional materials. *thrive* also provides a wealth of valuable information designed to support our partners in a quickly evolving business environment.

**SPECIAL Key Products Feature** provides a preview of supplements and other products advertised in the coming month's issue of *alive* magazine. The Key Products pages include a handy description of each item, with highlights and selling points, which enables business owners to plan for inventory choices and make the most of their display and promotional materials.

**EXCLUSIVE Retailer Success Advice** provides valuable, timely business advice on trends within the commercial side of the natural health industry designed to help natural health retailers plan and run their businesses successfully.

**NEW Product Video Resources from *alive* Studios** are easy tools to help broaden understanding and awareness of key natural products. The Video Resources are designed to help retail partners and their staff increase customer engagement and improve sales at their store.

**FREE Social Media Content** from *alive* that retail partners can use to engage with both current and potential customers on social media. *thrive* makes it easy by providing monthly post suggestions that take the guesswork out of social. These posts then drive readers to our partner stores by inspiring healthier lifestyles.



## Rates.

*thrive* offers opportunities that ensure your brand message is received by retailers!

### Key Product Feature

- Free for full-page advertisers in *alive*, and \$150 per feature for all others.
- Each feature comes with a link of your choosing and your business phone number.
- Additional links from your feature cost \$100 each (maximum of 3 per product).

### Tile Ads

Run-of-site tile ads are available in two pricing structures.

1. Full-page *alive* advertisers: \$500 per static ad or \$750 per animated ad
2. All others: \$1,000 per static ad or \$1,500 per animated ad

### Video

- *thrive* delivers your *alive* Studios videos directly to retailers.
- Your videos can be delivered for just \$350 when you purchase 3 or more per calendar year.

### Company Profile

Tell your story directly to retailers through the Company Profile feature. It's exclusive—just 1 Company Profile per issue!

*thrive* offers two options to tell your brand story in up to 750 words.

1. \$2,500 and *alive*'s editorial team takes care of everything from interviews to your final approval
2. \$1,500 and you write your own story to be delivered with *thrive*.

### Retailer Spotlight

Your opportunity to say “thank you” to a cherished retailer by sponsoring a retailer success story in 500 words. Know a retailer who wants their success story showcased across the industry? It's just \$1,000 when you submit the details, and we take care of the rest.

## Specs.

- **Tile ad: Desktop and mobile view requires 300 X 250 pixels as a PNG, JPG, or GIF file.**
- **Ads must be approved by *alive*, prior to publication, for content and design.**

## Join us online.

This ever-changing platform showcases the best articles from *alive* magazine, exclusive digital articles on trending topics, and exciting product giveaways. Readers can also find fantastic video content from *alive* Studios, including delicious recipes and how-to ideas.

### **alive.com enjoys regular traffic.**

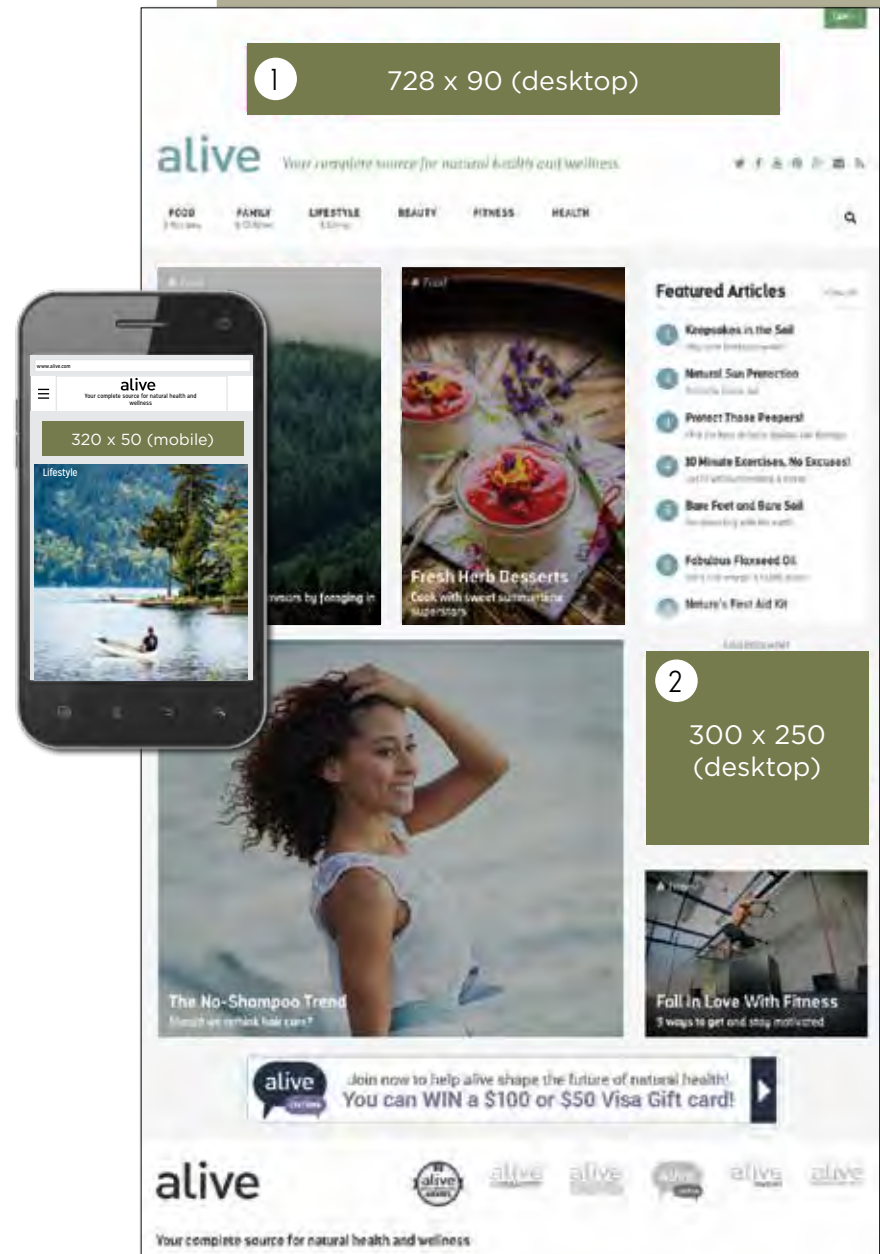
*alive.com* is much more than a one-stop shop. In addition to being a fun and engaging online read, we offer ways to keep readers returning to us for natural health knowledge and ideas. Some of these engaging options include using the site as a research tool and recipe finder.

### **Consumers trust alive.com as a research tool.**

The *alive.com* archives contain thousands of articles on everything imaginable in the world of natural health and wellness. Readers come back again and again to research specific topics and find their favourite past articles.

### **The recipe database drives repeat web visits.**

Stumped for dinner ideas? Here, readers can search for a key ingredient and browse through the myriad healthy recipes that *alive* has produced over the years. This is also a terrific tool for readers looking to provide their families with vegetarian, vegan, or gluten-free fare.





# Advertising online.

## 1. Banner ad (static)

DESKTOP VIEW: 728 x 90 pixels

MOBILE VIEW: 320 x 50 pixels

**\$2,000/month**

## 2. Body ad (static/video)

DESKTOP AND MOBILE VIEW: 300 x 250 pixels

- › **static version:** either as a PNG or JPG file (animated GIFs are okay). Please no PDFs.

Static ad (GIF/JPG/PNG):

**\$1,050/month**

- › **video version:** an animated SWF file with all the elements in one movie clip attached to the stage and clickTAG set to link to the desired location

Video ad (SWF):

**\$1,500/month**

All pricing is based on a one-month commitment to the advertising space.

+ MONTHLY VISITS\*

**345,000+**

+ TIME ON SITE

**2 minutes**

+ MONTHLY PAGE VIEWS

**827,000+**

\*As of July 2016.

# Terms & Conditions.

## Ad Units

- › A maximum of 7 ad units per placement may be submitted.
- › All ad units will launch a new browser window when clicked on.

## Ad Content

- › Alive Publishing Group reserves the right to approve all advertising on *alive.com*.
- › *alive.com* will not advertise retail stores or multi-level companies; our advertising supports health food stores' sales. Product pricing is not allowed.
- › Advertisements for therapeutic treatments must be licensed, scientifically proven methods (e.g., registered massage therapist, chiropractor, naturopathic physician, etc.).

## Pricing and Payment

- › Pricing is subject to change without notice.
- › Prepayment is required for all first-time advertisers. Ads will not be posted until payment or credit approval is received.
- › Production charges for additional artwork are billed at \$100 per hour.

# Specs.

- › we accept JPG, PNG, and SWF file formats
- › maximum file size per animated file is 700KB
- › label emails with ad name, publication month, and company name

## Healthy learning at work.

### Corporate wellness meets natural health

alive@work is a digital boutique version of *alive* content designed to increase wellness in the workplace. It caters to companies looking to start or expand a corporate wellness program. Leading companies across North America provide this content directly to their employees and encourage engagement with each issue. Employees can access this natural health publication from anywhere, whether they are on a lunch break, commuting home, or relaxing on the weekend.

alive@work allows you to expand your advertising reach to a new audience in workplaces that are actively promoting natural health.

### alive@work features:

- › customized content for employee wellness
- › monthly distribution to national corporate clients
- › your ad with click-thru to your website
- › exclusive access to readers—just 5 ads per issue!





# Advertising.

## Body ad (static/video)

DESKTOP AND MOBILE VIEW: 300 x 250 pixels

- › either as a PNG or JPG file. Please no PDFs.
- › ads must be approved by *alive* prior to publication for content and design

- › 1x: \$7,500 each
- › 3x: \$6,000 each
- › 12x: \$4,150 each

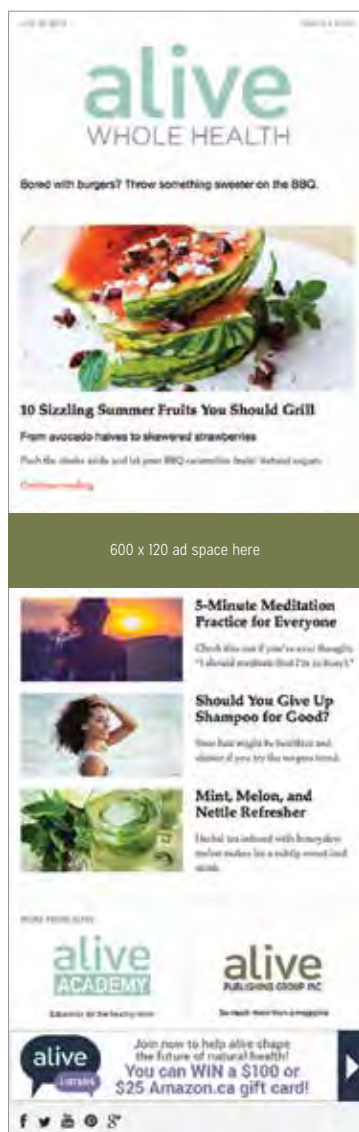
Ask your account executive for details or email [advertise@alive.com](mailto:advertise@alive.com) for more information.

## alive@work is ...

- › delivered 12 times a year
- › filled with bite-sized articles and quick tips
- › focused on employee wellness
- › fully optimized for mobile devices
- › received by hundreds of corporations across North America



# alive eNewsletter



## Building top-of-mind awareness

Featuring current editorial topics, top trends, tips, and product features, the *alive* eNewsletter content is actionable and ideal for contest promotions, new product launches, and brand announcements.

FREQUENCY: **bi-weekly**

+ SUBSCRIBERS **21,217\***

\*As of July 2016.

## Advertising.

- › 600 x 120 pixels
  - › Advertising in the *alive* eNewsletter includes a Rich Media Banner Box Ad linked to the URL of your company or product
- \$750**

### opt-in promotions

- › Target *alive* eNewsletter subscribers that have opted in to receive direct communications from you.
  - › Available only for special offers, coupons, discounts, and other giveaways that benefit the reader.
  - › You send us your creative.
  - › *alive* sends out messages on your behalf.
- \$1,125**

Ask your account executive about availability or email [advertise@alive.com](mailto:advertise@alive.com) for more information.

Placing ads here enhances your visibility without the expense of building a list and creating content. Email marketing maintains a strong return on investment (ROI), even surpassing other channels. In fact, the ROI of email marketing (including ads in eNewsletters) has been shown to return \$48.06 in revenue per dollar spent. Marketing through other internet channels has been shown to return just \$19.94 per dollar spent.

### The *alive* eNewsletter is a trusted resource, driving open rates above industry averages.

- › Average open rate for Health and Fitness eNewsletters: 22%
- › Average open rate for Media and Publishing eNewsletters: 22%
- › Average open rate for Vitamin Supplements eNewsletters: 17%
- › Average open rate for the *alive* eNewsletter: **25%\***

### The *alive* eNewsletter features addictive content that maximizes click-throughs.

- › Average click-through rate for Health and Fitness eNewsletters: 3%
- › Average click-through rate for Media and Publishing eNewsletters: 5%
- › Average click-through rate for Vitamin Supplements eNewsletters: 2%
- › Average click-through rate for the *alive* eNewsletter: **9%\***

*\*based on 2016 open and click-through rates*

## Dates.

### 2017 PUBLICATIONS

January 3  
January 17  
January 31  
February 14  
February 28  
March 14  
March 28  
April 11  
April 25  
May 9  
May 23  
June 13  
June 27  
July 11  
July 25  
August 8  
August 22  
September 12  
September 26  
October 10  
October 24  
November 7  
November 21  
December 5  
December 19



## Deadlines.

MONTH	AD RESERVATION	DATE MATERIAL DUE
January	November 21, 2016	December 9, 2016
February	December 20, 2016	January 11, 2017
March	January 17, 2017	February 7, 2017
April	February 20, 2017	March 13, 2017
May	March 16, 2017	April 6, 2017
June	April 19, 2017	May 10, 2017
July	May 19, 2017	June 12, 2017
August	June 20, 2017	July 11, 2017
September	July 20, 2017	August 11, 2017
October	August 18, 2017	September 11, 2017
November	September 19, 2017	October 11, 2017
December	October 19, 2017	November 9, 2017



Ads accepted via email  
at **art@alive.com**  
(less than 10MB),  
or on *alive's* FTP site.

**ftp.alive.com**  
username: alivemag  
password: aliveart

Please place eNewsletter  
ads in the Newsletter folder  
on *alive's* FTP.



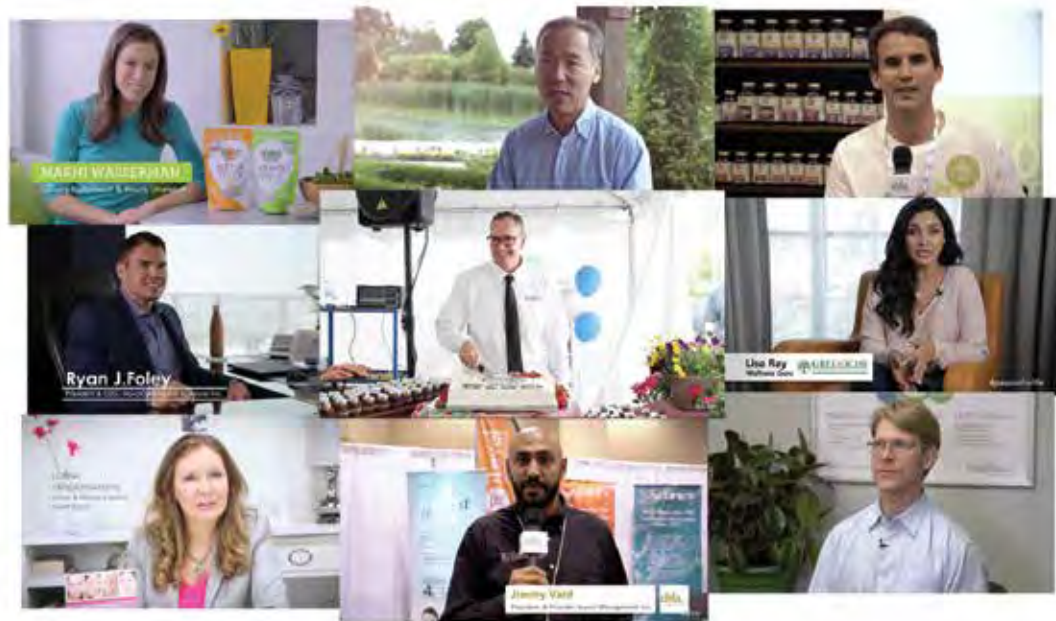
# alive Studios

alive Studios produces videos that help you make more sales with retailers and the digital platforms they use with consumers.

For next-generation marketers, we provide turn-key production video and distribution services backed by a team of professionals and roster of on-air personalities.

## Services include:

- › product explanation videos
- › training videos for staff
- › corporate or brand explanation videos
- › social media videos and campaign management
- › educational videos
- › recipes and how-to videos
- › brand ambassador relationships and representation
- › digital content distribution with select retailers ...  
... and so much more!



## Rates.

Rates start at \$1,500 for product videos.

Visit [studios.alive.com](http://studios.alive.com) or  
call 416-903-3877 to get started today.

## Stats.

- › **Shoppers who viewed video were 174% more likely to purchase than viewers who did not.**

Source: Retail Touchpoints Channel Innovation Awards

- › **Enjoyment of video ads increases purchase intent by 97% and brand association by 139%.**

Source: Unruly

- › **90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text.**

Sources: 3M Corporation and Zabisco



## alive Academy

The alive Academy provides world-class education for the healthy mind. Our unique expertise and access to the latest research means our courses are always up to date.

### Key facts

- › 4 accredited diploma programs
- › 9 certificate courses
- › 24 years of educating readers, consumers, and retailers
- › 6,000+ students worldwide

### Unparalleled flexibility

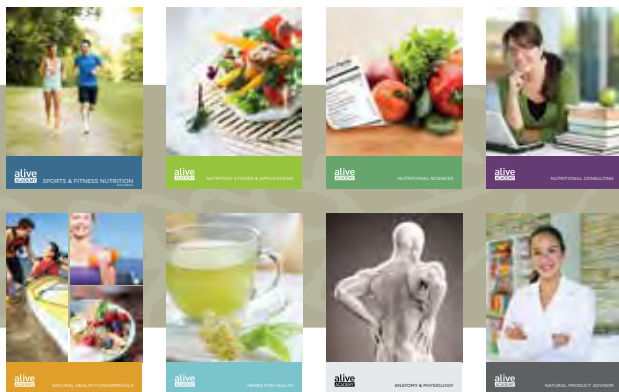
Distance learning gives students the opportunity to fit their education around their busy schedules and complete the programs within their own time. For businesses that would like to further educate their staff members, this makes learning easy and convenient, without the need to take time out of staff members' busy work schedules.

### 24/7 connectivity

Our Online Learning Centre allows students to remain connected with us. Our students are regularly contacted to ensure that they are on track, and they are provided with student assessments that report their progress throughout their learning. We also have an active student forum on Facebook, where students can easily connect with each other.

### Affordable pricing

Our goal is to inspire as many people as possible to be as passionate as we are about natural health, nutrition, and wellness. With that in mind, we provide several payment options to suit our students' individual needs.



## alive Research



In close partnership with Canada's top national market research companies, *alive* Research produces exclusive insights into the true natural product buying patterns of Canadians across the country. It also reveals the grass-roots future of natural health as determined by consumers, natural health retailers, and product manufacturers.

### Key successes

- › *Navigating Natural Health in Canada 2010* (*alive* and Angus Reid) filled the urgent gap in market research about the natural health industry in Canada.
- › *Navigating Natural Health in Canada 2012* (*alive* and Vision Critical) acted as a follow-up to our 2010 study to see how the industry changes over time, and it answered the key questions, "Who is the natural health consumer?" and "What are the best opportunities for retailers and brands to successfully navigate natural health in Canada?"
- › *Understanding the Independent Natural Health Retailer 2015* (*alive* Listens and Vision Critical) was released exclusively at the alive Executive Summit, May 5 to 8, 2015, in Vancouver, BC.

# alive Listens

*alive* Listens is our state-of-the-art consumer panel powered by Vision Critical. The panel is made up of everyday natural health advocates who volunteer their time to be part of this hugely influential body of people. Advocates are asked to participate in surveys roughly once a month and to provide their opinions on a wide variety of topics and initiatives.

Involve us in your new product labels, marketing plans, product development, and launches!

## Key facts

- › 1,300+ dedicated panelists
- › 36% average survey open rate
- › 33% average survey completion rate

## A world of opportunities for your research needs!

### *alive* Listens can help you ...

- › get deeper insights
- › reach current and potential customers
- › receive immediate and ongoing results & stats
- › foresee trends, challenges, and opportunities
- › give your customers a voice
- › make key business decisions
- › tap into the immediate pulse of the natural health industry
- › stay on top of your game and ahead of the curve

## Rates.

\$2500 for your own survey.



## alive Listens ...

- › is a state-of-the-art research tool
- › is flexible: follow up with questions and ask for feedback
- › uses creative, engaging, and interactive question formats
- › draws from an engaged panel of natural health enthusiasts
- › gets accurate, detailed results
- › saves you time and money on hiring your own research agency



# alive Awards

The annual *alive* Awards promote and recognize outstanding product innovation while enhancing the credibility of natural health products. Since 1993, these prestigious gold, silver, and bronze awards have been presented to manufacturers of the best products in a variety of natural health categories.

For more information about the 2017 *alive* Awards, please contact [awards@alive.com](mailto:awards@alive.com).



# alive Executive Summit



The *alive* Executive Summit brings together top-level decision makers to discuss the growing future of natural health in Canada and around the world. Executives discuss how to take their businesses to the next level, and how the future of natural health will unfold to the benefit of all stakeholders.

Unparalleled networking with like-minded individuals and an unmatched opportunity to discuss key growth moves and strategies will help you design, develop, and plan your business to be well positioned for the future.

This Executive Summit will appeal to retailers, wholesalers, distributors, manufacturers, and other businesses that operate in the natural health industry.

sage

sage magazine introduces families across Canada to accessible wellness and inspires them to pursue a more natural way of living. It is distributed through supermarket giant Loblaw, meaning it taps into a brand-new consumer base that is primed to purchase natural health products.

- found in the Natural Values section and other strategic locations in Loblaw stores
- brings natural living ideas to a mass audience
- reaches families who may not have considered natural health before
- provides easy-to-understand natural health information and articles from a trusted source
- published 10 times a year

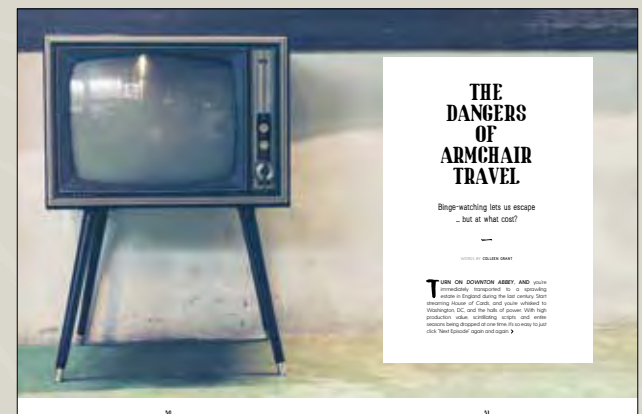
#### Those interested in sage ...

- are predominantly females from 30 to 55 years of age
- have household incomes of \$85,000
- are from households with 3 or more individuals
- are the principal grocery shoppers for their households
- are more likely to use herbal remedies

**Total Loblaw distribution points: 815**

**Total distribution: 140,000**

Ask your account executive for details or email [sage@alive.com](mailto:sage@alive.com) for more information.





## alive USA



Distributed by prominent health food retailers across the US, *alive USA* is a game-changing magazine geared to the conscious consumer.

**The articles featured in *alive USA* provide cutting-edge insights into ...**

- › next-level health and fitness
- › plant-based food and recipes
- › eco-conscious culture and tech

Plus, our pages are packed with inspiring stories from the most influential movers and shakers of our time: visionaries, athletes, and social entrepreneurs who are pushing the boundaries of what's possible in the areas of health, sustainability, and sports.

**Key facts**

- › **Circulation:** 300,000 copies
- › **Frequency:** quarterly
- › **Locations:** 450+ retail points across the US



## alive publishing group

call: 1.800.663.6580  
email: [advertise@alive.com](mailto:advertise@alive.com)  
visit: [alive.com/advertise](http://alive.com/advertise)

HQ: Richmond, BC.

[apg.alive.com](http://apg.alive.com)

