

alive magazine—classifieds

Specs and rates.

BOXED ADS

Column width: 1.64"
(1 column)
Box height: 2.3"
Cost: \$450

Column width: 1.64"
(1 column)
Box height: 1"
Cost: \$225

Column width: 3.42"
(2 columns)
Box height: 1"
Cost: \$450

Column width: 3.42"
(2 columns)
Box height: 1.5"
Cost: \$650

WORD ADS

\$6.00 per word, minimum charge of \$120 (or 20 words)

Deadlines.

MONTH	ISSUE	DATE MATERIAL DUE	FOCUS
January	411	November 8, 2016	Fitness Nutrition
February	412	December 8, 2016	Heart Health
March	413	January 12, 2017	Men's Health
April	414	February 9, 2017	Cancer
May	415	March 10, 2017	Detox
June	416	April 12, 2017	Alternative Medicine
July	417	May 11, 2017	Women's Health
August	418	June 9, 2017	De-Stressing
September	419	July 14, 2017	Children's Health
October	420	August 11, 2017	Longevity
November	421	September 13, 2017	Supplement Backup
December	422	October 13, 2017	Colds & Flu

Guidelines

- + classified ads must not compete with health food store sales
- + multi-level and direct-marketing ads are not supported
- + prepayment is due one month prior to the print issue
- + ads must be approved by *alive* prior to publication
- + *alive* reserves the right to refuse ads at its own discretion
- + *alive* reserves the right to change pricing without notice

Contact

- + Call 1.800.663.6580 ext. 622
- + Email classifieds@alive.com
- + visit alive.com



alive magazine—imprint options

Select one of the following imprint formats to appear on your personal shipment of *alive* magazines. Once we receive your selection we will send you a proof of your imprint with your store information. If you choose to include a logo on your imprint, you can email it to us at imprints@alive.com.

SINGLE LOCATIONS

STORE NAME OR LOGO
Location Name
Address City Province Postal Code
Phone number / Website
Free format up to 60 characters long

Store Name or Logo

STORE NAME
Address
City Province Postal Code
Phone number / Website
Free format up to 35 characters long

Store Name with Separate Logo

MULTIPLE LOCATIONS

STORE NAME
Address #1 Address #2
City, Province, Postal Code City, Province, Postal Code
Phone number / Website Phone number / Website
Free format up to 60 characters long

2 Locations Under One Store Name

STORE NAME
Store Location #1 Store Location #2 Store Location #3
Free format up to 60 characters long

3 Locations

Imprint Requirements

1. store contact information (i.e. address, phone number, website, etc.)
2. store logo in Adobe Illustrator, Photoshop, TIFF, or PDF file format
3. logo file must be black and white (no grayscale) at 300 dpi

Actual imprint size is 7.25" x 1.5".

Fonts and imprint formats are fixed in style and size, unless you provide your entire imprint in PDF format.

**If you have any questions
please contact us at
1.800.663.6580 ext. 622 or
imprints@alive.com.**



alive magazine—distribution deadlines and pricing

These deadlines are applicable for any changes you wish to make to your magazine order, including quantity changes and alterations to your imprint.

MONTH	DEADLINE
January	November 14, 2016
February	December 13, 2016
March	January 17, 2017
April	February 15, 2017
May	March 15, 2017
June	April 19, 2017
July	May 16, 2017
August	June 14, 2017
September	July 19, 2017
October	August 16, 2017
November	September 18, 2017
December	October 18, 2017

In *alive's* national market study, *Navigating Natural Health*, fielded by independent research firm SQI:

- + **91%** say their customers **want to buy** products that are featured in *alive*
- + **82%** agree that *alive* magazine helps **increase their sales** by providing more education to their customers
- + **75%** agree that the cover imprint with their store information helps them **increase brand awareness** in their local market

PRICING

Number of copies per month	Cost per magazine*
100	\$1.10
250	\$0.95
500	\$0.85
1,000	\$0.78
2,000 +	\$0.73

All magazine pricing includes:

- + free shipping to your store
- + your store location listing on the *alive.com* Retailer Locator
- + your store message custom imprinted on the cover of each of your magazines

* Prices include cover imprint and shipping/freights to all urban centres in Canada. Prices subject to applicable taxes. Payment by Visa, MasterCard, or auto debit only.

