

Modern / Innovative / Inspiring

alive
— USA —

MEDIA KIT 2017
apg.alive.com

By Alive Publishing Group—Your Natural Health and Wellness Publisher

WELCOME TO **alive** —USA—

alive USA is a game-changing quarterly magazine geared to the conscious consumer. We feature

- * 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.

The **alive** Publishing Group story

For more than four decades, APG brands have been synonymous with natural health and wellness, editorial integrity and the empowerment of consumers to make healthy, natural and sustainable lifestyle choices.

OUR STORY HIGHLIGHTS

***alive* magazine, our flagship publication, has been published for 42 years in Canada. We've owned that success and become so much more than a magazine.**

***alive* Studios** brings companies' products and services to life in an exciting video production facility.

***alive* Academy** educates students all over the world about natural health and wellness with certificate and diploma programs.

***alive* Awards** promote and recognize outstanding natural health products.

***alive* Research** provides insight into the natural buying patterns of shoppers across the country.

alive@work, our corporate wellness initiative, helps companies across North America inspire their teams to live well.

***alive* Listens**, our online research portal, engages our readers to foresee trends and provides the chance to test branding and marketing.

***alive* Executive Summit** brings together senior executives and thought leaders to envision the future of natural health.

sage, an indispensable introduction to all things natural and healthy, is found in the Natural Values section of supermarket giant Loblaw.

Visit apg.alive.com to learn more.

WHO WE ARE



42
YEARS
OF EDUCATING & INSPIRING



30+
DEDICATED EMPLOYEES
ACROSS NORTH AMERICA



14+
INTERNATIONAL
PRODUCTS & SERVICES

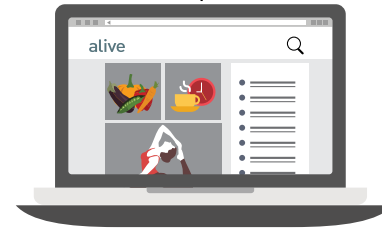
WHAT WE ALREADY DO*

alive magazine
CANADA'S NATURAL HEALTH
AND WELLNESS MAGAZINE

500,000+
READERS PER ISSUE

CIRCULATION:
185,000 COPIES

LOCATIONS ▶ 800+
NATURAL HEALTH RETAILERS
ACROSS CANADA



alive.com
THE GO-TO SOURCE FOR
NATURAL HEALTH ONLINE

800,000+
MONTHLY PAGE VIEWS

470,000+
MONTHLY VISITS

2:07
MINUTES AVERAGE
TIME ON SITE

*And more. A lot more. We'd love to tell you how much more we do ... but we're working with limited page space here. Check out apg.alive.com for our full breakdown of products and services.



alive Academy
WORLD-CLASS EDUCATION
FOR THE HEALTHY MIND

4 ACCREDITED DIPLOMA/
CERTIFICATE PROGRAMS

24 YEARS OF EDUCATING
READERS, CONSUMERS
AND RETAILERS

6,000+
STUDENTS
WORLDWIDE



HOW WE INCREASE YOUR SALES

alive readers ...
REFER TO THE
AVERAGE ISSUE **3x**

enhancing exposure to
advertising messages

INVEST
50+
minutes in the
average issue

78%
make purchases
based on what
they read in *alive*

BUY
2.3x
more than non-*alive* readers

The alive USA team

MAIN CAST



BRENDAN BRAZIER

Editor-in-Chief

Brendan is the formulator and cofounder of Vega, bestselling author of the Thrive book series and creator and host of the Thrive Forward web series. He's also a former professional Ironman triathlete and a two-time Canadian 50 km Ultra Marathon Champion. With these credentials, it's easy to see why Brendan is regarded as a leading authority on plant-based performance nutrition.



RYAN BENN

President & Publisher

Ryan became President and Publisher of Alive Publishing Group (APG) in 2005. Since then, APG has introduced numerous new products and services, making it a multi-faceted media company. With the launch of *alive* Australia, *sage* and *alive@work*, Ryan and his team transformed a trusted Canadian brand into a global powerhouse with an audience of more than 24 million readers around the world.

SUPPORTING CAST

Vice-President • RICK KROETSCH

Business guru with serious marketing mojo

Associate Publisher • KRISTINA HALL

New mom and seasoned veteran of the natural health industry

SALES

Key Account Manager • KARLA GURSCHE

24-year APG team member and baker of the best desserts

Sales Manager • ELLEN WHEELER

Master of networking and cultivator of a killer office culture

Account Executive • Alexandra Palitti

Former pro swimmer and current fashion maven

Account Executive • Nadine Gibbs

Devoted mom and social butterfly

Account Manager, Corporate Wellness • Andrea Bell

Owner of a big voice and bigger smile

Account Manager, Corporate Wellness • Rhea Stewart

Certified health coach and keen conversationalist

EDITORIAL & DESIGN

Managing Editor • COLLEEN GRANT

Word nerd who's obsessed with her silly dog and pawful puns

Senior Editor • Sandi Gauvin

World-class rower with a wicked attention to detail

Editor • Vanessa Annand

Vegan fashionista who appreciates plucky publications

Lead Graphic Designer • FELICE BISBY

English rose with a penchant for strong typography & football*

Senior Graphic Designer / Photographer • Scott Yavis

Golfing guru who lives to capture nature's beauty

Graphic Designer • Denny Dias

Whisky connoisseur with a talent for storytelling

* Translation: soccer

PRODUCTION

Production Manager • Carlie Hubele

Multitasker who gets stuff done with grace and good humor

Digital Content Coordinator • Vince Yim

Solver of Rubik's Cubes (and production problems)

Alive Advocate • Lana Mackay

Nature-loving adventurer with an eye for what's cool

alive ACADEMY

Student Services Manager • Darren Field

Avid foodie who fields students' questions

Account Manager • Jan Clay

Customer service superstar

ACCOUNTING

Controller • Harley Godfrey

Numbers guy and ping pong powerhouse

Senior Accountant • Ellen Sun

Queen of the office kitchen's herb cultivator

Accounts Receivable Manager • Miyuki Sasaki

Sweetest person you'll ever meet

ADMINISTRATION

Executive Assistant & Manager, Human Resources

& Administration • Jane Griffiths

Wearer of many hats (figuratively) and many heels (literally)

Office Coordinator • Pearl Si

Planner of parties and organizer of offices

Receptionist & Administrative Assistant • Anna Kanovska

Master multitasker and people person

In-House Chef • Mary Bradley

Maker of very delicious things



Reader Profile

alive USA READERS ...



**ARE PREDOMINANTLY
WOMEN
25-39
YEARS OLD**



**DISCRETIONARY
INCOME
\$1,000
PER MONTH**

**LIVE PRIMARILY
IN URBAN
AREAS**



**HAVE A POST-
SECONDARY
EDUCATION**



VALUES ...

- * sustainability,
- * healthy food,
- * fair trade products

INTERESTED IN ...

- * writing,
- * exercising,
- * cooking

WILLING TO ...

**pay more for
organic food**



2017 Editorial Calendar

Each issue of *alive* USA delivers innovative content with fresh-faced collaborators.

Trusted as the go-to resource for making savvy and sustainable lifestyle choices, our articles motivate readers to eat healthier, train smarter and live better. Each issue is brimming with gorgeous recipes that meet readers' nutritional expectations for healthy living.

January / February / March

CRUSH YOUR GOALS

A new year brings opportunities for personal growth and renewal. In this issue, we provide inspiration and plenty of ideas—for **healthy weight loss, active living and optimal nutrition.**

April / May / June

RENEW YOURSELF

Daily exposure to environmental toxins takes a toll on our health and well-being. This issue, we provide readers with suggestions **for detoxing the body, as well as cleansing the mind and soul.**

July / August / September

MASTER SPORTS NUTRITION

Summer means that readers will be taking their workouts from the gym to the backyard to the beach. In this issue, we provide motivation for **maximizing nutrition and fitness performance.**

October / November / December

LIVE BETTER, LONGER

Everyone wants to know the secrets to a long life. This issue provides the latest information on longevity to help readers achieve peak well-being from age 30 to 60 and beyond. Topics include **active living, supplements and brain health.**

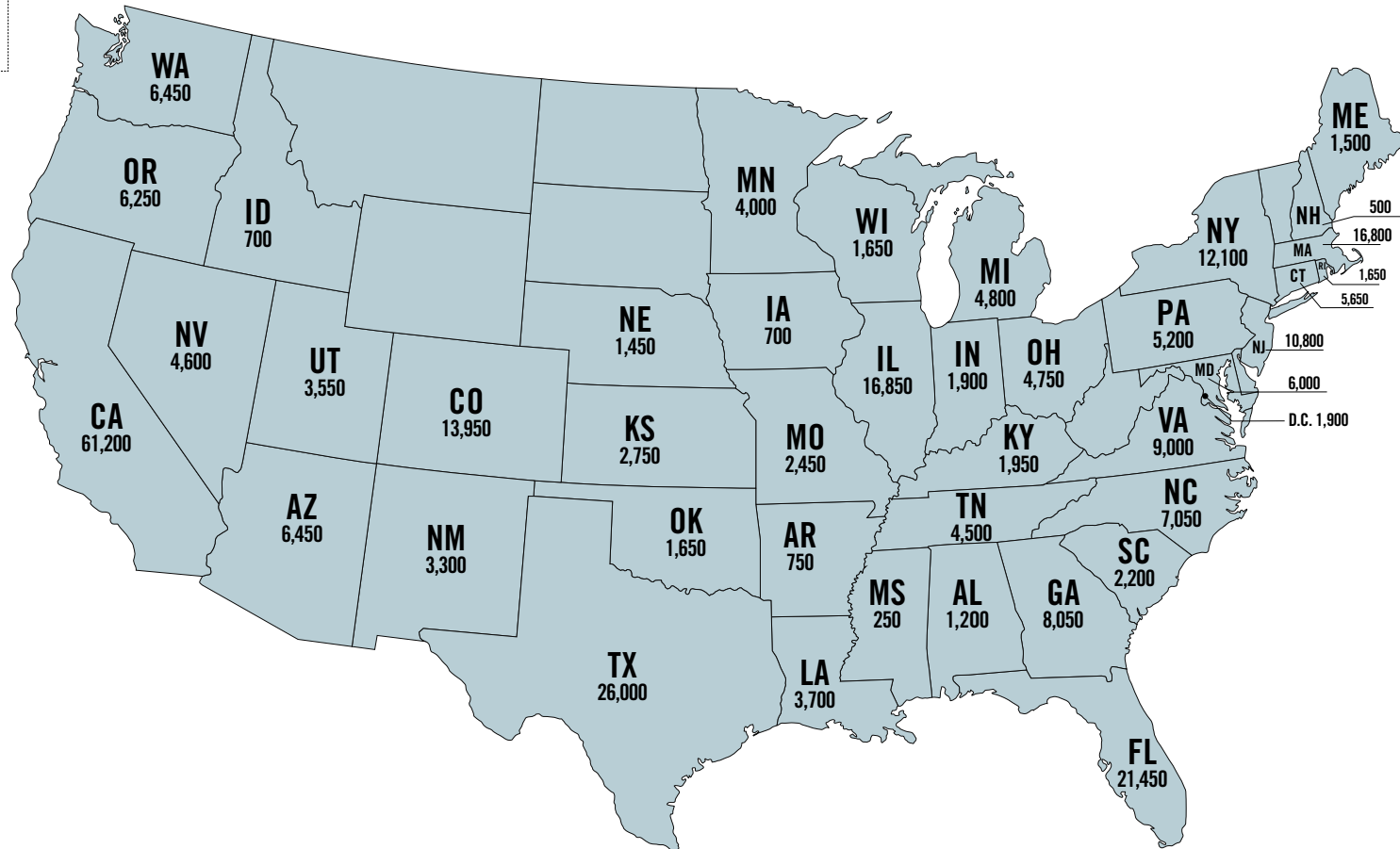
DISTRIBUTION BREAKDOWN

TOTAL DISTRIBUTION POINTS:

532

TOTAL DISTRIBUTION:

300,000

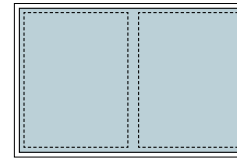


Deadlines, Rates & Specifications

AD DEADLINES

ISSUE	AD RESERVATION	MATERIAL DUE
Jan/Feb/Mar	October 19, 2016	November 2, 2016
April/May/June	January 20, 2017	February 2, 2017
July/Aug/Sept	April 21, 2017	May 4, 2017
Oct/Nov/Dec	July 21, 2017	August 3, 2017

SIZING SPECIFICATIONS



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)



Full Page

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

ADVERTISING RATES

Inside position	1x	4x
Double Page Spread	\$22,220	\$20,010
Full Page	\$11,975	\$10,980
Cover position		
Inside Front Cover	\$15,710	\$15,020
Inside Back Cover	\$15,710	\$15,020
Outside Back Cover	\$18,020	N/A
In Store <i>(limited spaces available)</i>		\$4,730
Includes photos and 40 words of text		

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 US dollars.

MATERIAL SPECIFICATIONS

- preferred file format: press-ready PDFs, Illustrator and InDesign
 - also accepted: 300 dpi EPS, PSD and TIFF files
 - convert all colours to CMYK
 - ads must be approved by APG prior to publication for content and design
- Ads accepted via email at USAart@alive.com (less than 10MB), or on APG's FTP site: <ftp.alive.com> / username: [alivemag](#) / password: [aliveart](#)*

CONTACT YOUR SALES REPRESENTATIVE TO RESERVE YOUR SPACE—ISSUES ARE FILLING QUICKLY.
 604.295.9333 • 800.663.6580 • ADVERTISE@ALIVE.COM

Goodbye

WE'RE EXCITED TO
BUILD YOUR

alive
— USA —

STRATEGY
WITH YOU.