



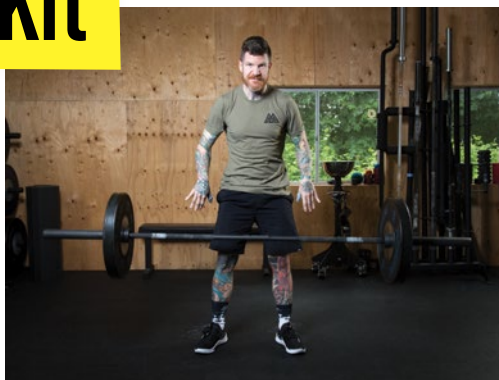
***America's
most inspiring
natural health
magazine!***

2019 Media Kit

**Next-level
performance**

Plant-based food

**Eco-conscious
culture**



**PLUS: SUPPLEMENT GUIDES * FITNESS
NUTRITION * NEW RESEARCH * MUST-
HAVE PRODUCTS * INNOVATION SPOTLIGHT
* INSPIRING PERSONALITIES * EXPERT
ADVICE * SHOPPING LISTS * TOO MUCH
GREAT CONTENT TO LIST HERE**



Why *alive* is awesome for you

Your products are unique. So are we. *alive* is a natural health magazine with a modern, plant-based twist. We motivate readers to eat healthier (10-minute dinners, anyone?). We inspire them to train smarter (because everyone needs a little fitness inspo now and then). And we teach them how to live better (hello, supplement game plan).

Oh, and did we mention we increase your sales? Consumers need meaningful, research-backed content to help them make purchasing decisions. *alive* articles drive them to buy supplements, healthy foods and organic products.

78% of our readers make purchases based on what they read in *alive*. Our readers buy 2.3x more than non-*alive* readers.

WHO WE ARE



Ryan Benn, President & Publisher

Transformed *alive*, a trusted Canadian brand, into a global powerhouse with 24 million readers around the world.



Brendan Brazier, Editor-in-Chief

Formulator and co-founder of Vega and bestselling author of the Thrive book series.

alive readers are pretty great too

We engage your current and future customers: the people who ate kale before it was cool and the growing category of shoppers who are just discovering how to pronounce quinoa.

CREDIBLE CONTENT = CONSUMER TRUST

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

alive READERS ...

- are mostly women from 25 to 39 years old
- have discretionary incomes of \$1,000/month
- have a post-secondary education
- live primarily in urban areas
- are the principal shoppers for their home
- lead highly active lifestyles
- are more likely to use herbal remedies
- buy organic products and produce

AMONG NORTH AMERICAN SHOPPERS

- 68% now take—and trust—supplements
- 80% are willing to pay more for healthier foods
- 64% shop at health-conscious specialty retailers
- 80% are actively seeking nutrition-based ways to tackle health issues like obesity and diabetes

Women make 80% of health care purchases and 93% of food purchases in the U.S.



alive's reach is your reach

Readers can find us in natural health retailers across the United States, including Better Health, Feel Rite, Fresh Thyme, Lassens, Pharmaca, Vitamin Discount Center and Whole Foods Market (to name just a few).

Distribution points: 1,000 stores and growing rapidly

Total distribution: 275,000 copies

WE'RE GROWING IN NEW WAYS!

We've partnered with **Tough Mudder** to reach a whole new demographic of fitness enthusiasts. Participants, spectators and volunteers at Tough Mudder obstacle course events across America are now discovering how natural health fuels peak performance! In 2018 alone, 25,000 copies of *alive* were distributed at Tough Mudder events in locations like Seattle, Northern California, Southern California and Colorado. (FYI: Tough Mudder draws more than 3 million participants to 150+ events around the world!)

“Our members and customers like *alive* because it’s interesting and informative, has great imagery and is really well put together!”

- Jillian Brazel, Rising Tide Co-op, ME

“*alive* magazine serves our customers well with wonderful articles and great health content that appropriately educates readers about our industry and on health and well-being. Not many magazines are out there that educate and inspire consumers the way *alive* does.”

- Michael Gore, President, Vitamin Discount Center, FL

“The consumer wants to be educated, and the more information there is, the better. Our industry is large, but *alive* allows for the intimacy between Westerly’s and the consumer to still be there ... *alive* is part of our neighborhood.”

- Ricardo Nieves, General Manager, Westerly Natural Market, NY

“We have the magazines in two locations in our stores ... people are absolutely loving them.”

- Lassens Natural Foods & Vitamins, CA

In 2018,
our distribution
frequency jumped
by 50% as we went
from 4 issues to
6 per year!

What *alive* is loving in 2019

In *alive*, natural health is accessible, beautiful and inspiring. Our articles enlist top influencers (from wellness gurus to healthy chefs) to unpack the health topics consumers care about. Our advice is easy to use. Our recipes are gorgeous and nutritious.

Here's a sneak peek at what we have in store for the coming year.

2019 EDITORIAL CALENDAR

JANUARY/FEBRUARY

Heart Health

We're excited about: busting heart health myths, correcting nutrition mistakes, better hydration

JULY/AUGUST

Brain Health

We're excited about: brain-boosting supplements, healthy travel essentials, summer beauty

MARCH/APRIL

Detox

We're excited about: all things digestive health, natural energizers, cleansing foods and herbs

SEPTEMBER/OCTOBER

Kids' Health

We're excited about: natural remedies for kiddos, quick and easy lunches, mindfulness for families

MAY/JUNE

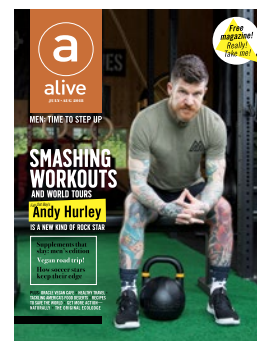
His & Her Health

We're excited about: the best supplements for men and women, natural skincare, healthy relationships

NOVEMBER/DECEMBER

Immunity

We're excited about: natural cold and flu busters, de-stressing for immunity, healthier entertaining



How the *alive* magic happens

Page by page, issue by issue, we create a cumulative impression on readers that supports natural health *and* our partners. How, exactly? We're so glad you asked.

THE ANATOMY OF



Eco-conscious content includes natural beauty coverage in every issue



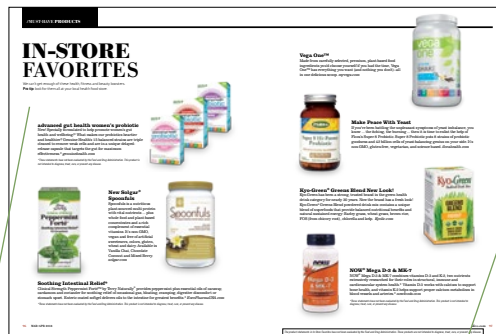
Shopping list summarizes supplements and natural foods in each issue



Plant-based recipes help readers cook with healthy ingredients



Must-have products highlights fab natural health products



Next-level health articles include supplement and diet intel



Supplement bottle icons direct readers to supplement shopping list



Features share celebs' diet and fitness tips



Shopping bag icons direct readers to food shopping list

Deadlines, Rates & Specifications

Questions about any of this technical stuff? Email advertise@alive.com. We're always happy to help.

AD DEADLINES

Issue	Ad Reservation	Material Due
Jan/Feb	October 19, 2018	November 2, 2018
Mar/Apr	December 21, 2018	January 7, 2019
May/June	February 20, 2019	March 6, 2019
July/Aug	April 18, 2019	May 6, 2019
Sept/Oct	June 21, 2019	July 8, 2019
Nov/Dec	August 23, 2019	September 9, 2019

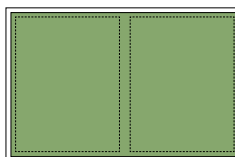
ADVERTISING RATES

	1x	3x	6x
Double Page Spread	\$22,220	\$21,100	\$19,980
Full Page	\$11,975	\$11,375	\$10,775
1/2 Page (vertical or horizontal)	\$7,825	\$7,435	\$7,025
Inside Front Cover	\$15,710	\$14,950	\$14,150
Inside Back Cover	\$15,710	\$14,950	\$14,150
Outside Back Cover	\$18,020	N/A	N/A
In Store (limited spaces available)	\$4,730		

Pricing and Payment

- Pricing is subject to change without notice. Prices in US dollars.
- 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.

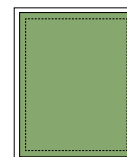
SIZING SPECIFICATIONS



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

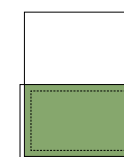
8.125 x 10.75 trimmed
8.625 x 11.25 bleed
7.125 x 10.25 live area

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



1/2 Page Vertical*

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



1/2 Page Horizontal

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

MATERIAL SPECIFICATIONS

- preferred file format: press-ready PDFs, Illustrator and InDesign
 - > if submitting Adobe Illustrator or InDesign working files, please include all fonts, logos and images
 - > also accepted: 300 dpi EPS, PSD and TIFF files
- label emails with ad name, publication month and company name
- convert all RGB and Pantone spot colors to CMYK
- ads must be approved by *alive* prior to publication for content and design

Ads accepted via email at USAart@alive.com (files under 10MB). For larger files, please use a web drive service (eg.: Dropbox, Google Drive) or *alive's* FTP site.

ftp.alive.com
username: alivemag
password: aliveart



We like you a lot

And we hope you like us too. All of us. For more than four decades, Alive Publishing Group (APG) brands have been synonymous with natural health and wellness, editorial integrity and the empowerment of those we touch to make healthy choices. *alive* magazine in America is just the beginning.

delicious living makes natural health approachable and actionable for American consumers.

alive Canada magazine educates and inspires Canadian natural health consumers.

alive.com showcases the best articles from our mags, plus exclusive online content.

sage magazine reaches newcomers to natural health in Loblaw stores across Canada.

alive eNewsletter is a biweekly email with top wellness tips and delicious recipes.

alive Academy offers certificate and diploma programs in natural health.

alive Awards promote and recognize outstanding natural health products.

alive Listens is our state-of-the-art consumer panel made up of *alive* advocates.

alive Executive Summit hosts thought leaders to envision the future of natural health.

alive social media (@alivehealth) inspires a global community of followers.

alive Connect connects natural health retailers to their customers through digital content.

alive@work empowers companies across North America to prioritize their team's health.

apg.alive.com * 1.800.663.6580 * advertise@alive.com

