




alive
2021 Media Kit



Educate. Inspire. Engage.

For more than 45 years, the *alive* brand has been synonymous with natural health and wellness, editorial integrity, and the empowerment of *alive* readers everywhere to make healthy, natural, and sustainable lifestyle choices.




Never in those 45 years—or in our lifetimes—have we, as a global community, faced a more serious health crisis than the one caused by the COVID-19 pandemic.

Never before have we faced a more crucial time to be informed and educated about our health and well-being and the health and well-being of those around us.

At *alive*, we feel a deeper responsibility than ever to provide peace of mind, safety, and reliable information that our readers—in Canada and around the globe—can trust.

Join us as we reach out to our global community to provide the security that people everywhere are searching for.





alive magazine [PAGES 4-9]
educates and inspires Canadian
natural health consumers.

thrive [PAGE 9]
gives retailers info on major editorial
and ad features in *alive* Canada.

alive.com [PAGES 10-11]
showcases the best articles from our
alive mags, plus exclusive online content.

alive Connect [PAGES 12-13]
connects natural health retailers to their
customers through digital content.

alive eNewsletter [PAGES 14-15]
is a biweekly email with top
wellness tips and delicious recipes.

Social Media [PAGE 16]
engages and inspires a global
community of health-loving followers.

alive Listens [PAGE 17]
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 18]
promotes and recognizes outstanding
product innovation while enhancing the
credibility of natural health products.

alive Executive Summit [PAGE 19]
brings together senior executives and
thought leaders to envision the future
of natural health.

alive
PUBLISHING GROUP



Unique.

alive magazine publishes the freshest information available in natural health. For more than 45 years, *alive* has been improving—and inspiring—lives, thanks to accessible, of-the-moment information that has made us a leading force in Canada's thriving natural health industry.

KEY FACTS

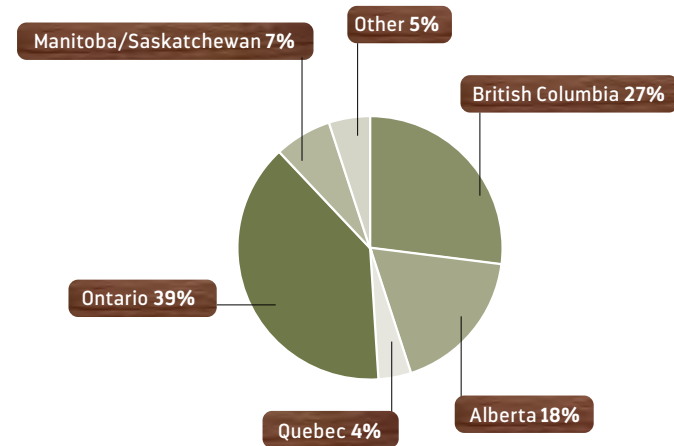
- > CIRCULATION
165,000 copies
- > FREQUENCY
monthly
- > LOCATIONS
800+ retail points across Canada
- > READERSHIP
3.4 readers per copy

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*.



GEOGRAPHIC BREAKDOWN

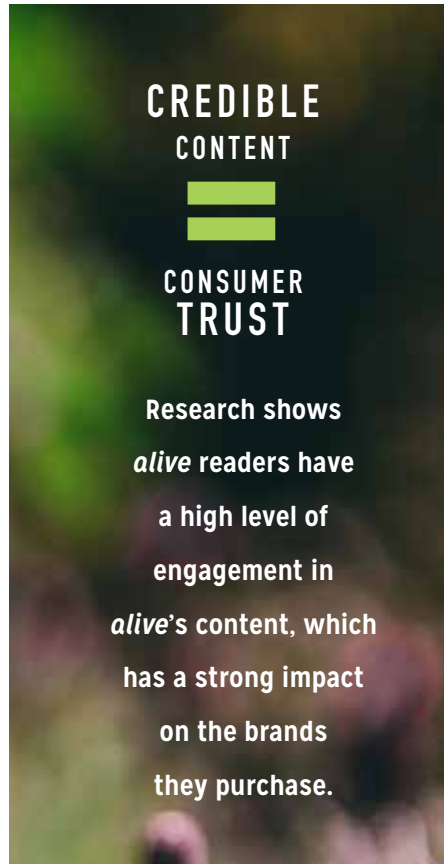
alive is distributed nationally.



Influential.

alive READERS ...

- > are primarily female, from **30 to 55** years of age
- > are predominantly—**77%**—post-secondary educated
- > have household incomes of more than **\$100,000**
- > are from households with **3 or more** individuals
- > invest approximately **50 minutes** in the average issue
- > refer to the average *alive* issue **3 times**, enhancing exposure to advertising messages
- > make purchases—**78%**—based on what they read in *alive*
- > have a positive attitude—**84%**—toward companies advertising in *alive*



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.

AMONG CANADIAN SHOPPERS ...

- > **84%**
use natural health products
- > **89%**
currently have a medical condition
- > **58%**
buy organic groceries
- > **23%**
of weekly grocery budget
is spent on organics
- > **64%**
will pay more for good food
for themselves and their family

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

2021 Calendar.

alive articles explain otherwise complicated natural health and wellness topics in an easy-to-understand way. Our readers enjoy actionable and impartial advice designed to improve their lives, as well as stories from inspirational and innovative people who show us all how to be alive.

January 2021 DIGESTIVE HEALTH

Featuring

Microbiome support • Probiotics • Digestive health • Fermented foods • Natural weight management • Sports nutrition

What better time to put your digestive health in order than at the beginning of a new year? Not only is it a good time for a fresh start, it's an ideal time to reset our body's digestive equilibrium with support and advice from alive.

ON DISPLAY: Digestive health products

February 2021 HEART HEALTH

Featuring

Healthy cholesterol supports • Heart health • Sports nutrition

During this month of love and romance, we explore what keeps our hearts beating strong. From diet and exercise, to relationships and emotional health, alive provides readers with inspiration and information they can take to heart.

ON DISPLAY: Heart health products

March 2021 DETOX • NATURAL BEAUTY

Featuring

Detoxifiers and cleanses • Eco cleaning • Natural beauty • Green powders and supplements • Cannabis for skin and relaxation • Sports nutrition

As we look ahead to spring renewal, we also look to rid ourselves of unavoidable contaminants from the air, water, and soil. This month, alive offers advice to help detoxify and cleanse—inside and out.

ON DISPLAY: Detox products

April 2021 CANCER • IMMUNE HEALTH

Featuring

Immune boosting • Superfoods • Cancer prevention and detection

It's a difficult subject, but one most of us face at some point in our lives. This month, alive looks at strategies for decreasing our risk of cancer—from diet and lifestyle choices to immune system health.

ON DISPLAY: Immune health products

May 2021 WOMEN'S HEALTH

Featuring

Women's health • Natural skin/beauty • Mother's Day • Cannabis for women's health

It's a woman's world—at least for this issue. This month, alive focuses on what makes women strong—and happy—with insights and inspiration on subjects ranging from diet, nutrition, and supplements to beauty, fitness, and adventure.

ON DISPLAY: Women's health products

June 2021 MEN'S HEALTH

Featuring

Men's health • Adrenal and prostate health • Muscle and strength building • Father's Day • Cannabis for men's health • Disease prevention

This month, alive shines a spotlight on issues affecting men. With tips and expert advice on topics that inspire and energize, we give it to them—from killer fitness, diet, and supplement information to protecting their health through prevention.

ON DISPLAY: Men's health products

July 2021
BRAIN HEALTH • SKIN HEALTH

Featuring

Brain-boosting • MCT oils • Fish oils • Electrolyte powders • Skin health • Cannabis for anxiety and depression • Brain-gut connection • Safe sunscreen

This month, alive explores the many ways we can be good to our brain. We look at tips and strategies to help keep our brains firing along with brain-boosting supplements and lifestyle choices to support it. We also share expert advice on how to nurture, care, and protect our skin with the help of natural health products and protection.

ON DISPLAY: Brain health products

August 2021
CHILDREN'S HEALTH

Featuring

Herbs and supplements for kids' daily health • Natural products for kids' mental health

Our children are the future. With a new school year right around the corner, this issue of alive focuses on kids—from preschool to grad school—and explores what it takes to build a foundation of happiness, strength, and overall good health.

ON DISPLAY: Children's health products

September 2021
COLD & FLU

Featuring

Cold & flu prevention/treatment/recovery • Immune health • Mushrooms

It's back-to-school and back-to-germ time. This month, alive focuses on strategies to stay healthy through the cold and flu season and offers expert advice on natural health products that will aid in prevention, treatment, and recovery.

ON DISPLAY: Cold and flu products

October 2021
HEALTHY AGING • PAIN MANAGEMENT & INFLAMMATION

Featuring

Bone and joint health • Cannabis for pain and inflammation • Muscle health and strength

Healthy aging is achieved by maintaining good health as we move into our senior years. In this issue, alive reveals the latest on how to achieve longevity and health through the ages with whole food recipes and natural products that promote bone, joint, and muscle health. Sixty is the new forty!

ON DISPLAY: Healthy aging products

November 2021
DIABETES • SLEEP MANAGEMENT

Featuring

Diabetes prevention and blood sugar control • Sleep management • Cannabis for sleep

Healthy sleep habits are critical to overall health and wellness. This month, alive offers the latest research and natural supports for a good night's sleep. We also offer expert advice and strategies for early diabetes detection and blood sugar management.

ON DISPLAY: Diabetes products

December 2021
DE-STRESSING • HOLIDAYS

Featuring

Stress relief • Cannabis for stress • Low-waste & eco-friendly holidays

As we prepare for the holiday season ahead, alive unwraps information and advice about how stress affects our health and well-being and how herbs and supplements can play a role in decreasing stress and supporting us during this month of celebration.

ON DISPLAY: De-stressing products

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				

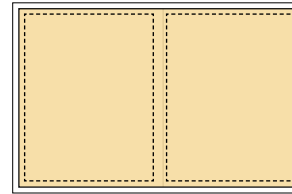
Guaranteed positioning is for consecutive pages, specific spot in magazine, first half of magazine, right/left hand side.

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.

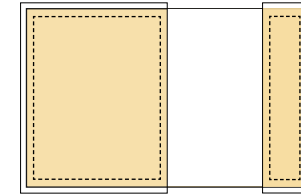
Ask your account executive for details or email advertise@alive.com for more information.

Specs.



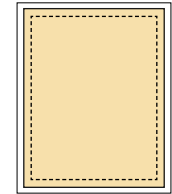
DOUBLE PAGE SPREAD

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)



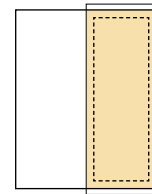
1 + 1/3 PAGE SPREAD

8.125 x 10.75 + 2.75 x 10.75 trimmed
8.625 x 11.25 + 3.25 x 11.25 bleed
7.125 x 10.25 + 2.25 x 10.25 live area



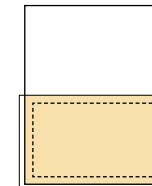
FULL PAGE

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



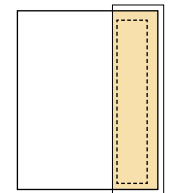
1/2 PAGE VERTICAL*

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



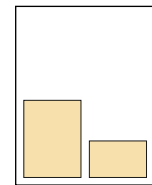
1/2 PAGE HORIZONTAL

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



1/3 PAGE VERTICAL*

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

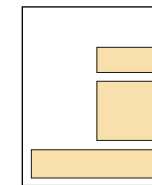


SHOWCASE 1/4

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.

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 colours to CMYK
- ads must be approved by *alive* prior to publication for content and design

Ads accepted via email at art@alive.com (files under 10MB), **Dropbox**, or **APG's FTP** site.

ftp.alive.com

username: alivemag
password: aliveart

Dropbox

send to: art@alive.com

Deadlines.

ISSUE	AD RESERVATION	DATE MATERIAL DUE
January	October 19, 2020	November 2, 2020
February	November 16, 2020	December 1, 2020
March	December 21, 2020	January 6, 2021
April	January 18, 2021	February 2, 2021
May	February 19, 2021	March 5, 2021
June	March 23, 2021	April 6, 2021
July	April 16, 2021	May 3, 2021
August	May 18, 2021	June 3, 2021
September	June 22, 2021	July 7, 2021
October	July 16, 2021	August 2, 2021
November	August 20, 2021	September 8, 2021
December	September 24, 2021	October 8, 2021

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.**

thrive

thrive is a digital peek 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 Product Features pages provide a preview of supplements and other products advertised in the coming month's issue of *alive* magazine. The Key Product Features 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.

Company Profile

Tell your story directly to retailers through the Company Profile. It's exclusive—just 1 Company Profile per issue!
\$1,500

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.**



Rates.

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

Key Product Features

- › 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

alive.com

Join us online.

This ever-changing platform showcases the best articles from *alive* magazine, exclusive digital articles on trending topics, and exciting product giveaways.

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, gluten-free, or keto fare.

The image displays the *alive.com* website interface on both desktop and mobile. A desktop view shows a navigation bar with categories: FOOD & Recipes, FAMILY & Children, LIFESTYLE & Living, BEAUTY, FITNESS, and HEALTH. A featured article list includes 'Additional Resources', 'Powerful Lessons from a Canadian Athlete's Journey to the Olympics', 'Why Gender Can Matter When it Comes to Health', and 'Move Toward a Stronger Immune System'. An advertisement for a Visa gift card is also visible. A mobile view shows a similar layout with a 'YOUR AD HERE: 320 x 50 (mobile)' placeholder. A large blue box at the top of the desktop view indicates 'YOUR AD HERE: 728 x 90 (desktop)'. The footer features the *alive* logo and the tagline 'Your complete source for natural health and wellness'.

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); 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.

Key Facts

95,000/month

SESSIONS*
(VISITORS)

147,000/month

PAGE VIEWS*
(AD IMPRESSIONS)

*as of January 2019

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.

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

ftp.alive.com

username: alivemag
password: aliveart

Dropbox

send to: art@alive.com

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.

alive Connect

Healthy learning on the go.

Specially created for natural health retailers, alive Connect is a personalized digital boutique version of *alive* content designed to help retailers connect even more with their customers.

alive Connect caters to retailers looking to start or expand a customer outreach program.

Leading retailers across North America provide this content directly to their customers and encourage engagement with each issue. Customers can access this digital natural health publication from anywhere, whether they're on a lunch break, commuting home, or relaxing on the weekend.

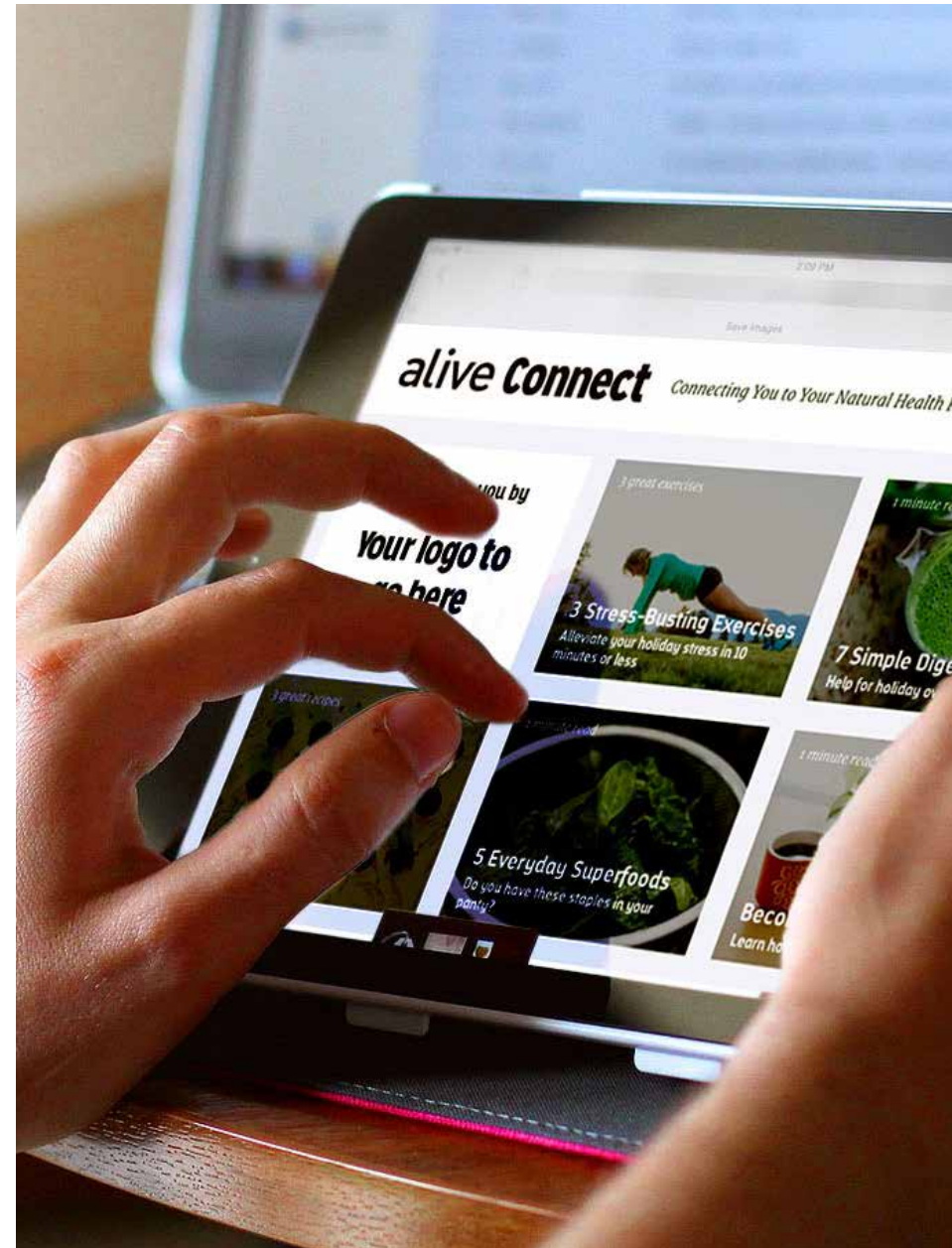
Fully optimized for mobile devices, alive Connect includes bite-sized articles and actionable tips designed to inspire and engage natural health consumers to visit their natural health food store.

alive Connect features ...

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

alive Connect is ...

- › delivered 12 times a year
- › filled with bite-sized articles and quick tips
- › focused on natural health customers
- › fully optimized for mobile devices



Dates.

2021 PUBLICATIONS

January 1
February 1
March 1
April 1
May 1
June 1
July 1
August 1
September 1
October 1
November 1
December 1

Advertising.

Body ad (static/video)

DESKTOP AND MOBILE VIEW: 300 x 250 pixels

- › either as a PNG or JPG file; no PDFs
- › ads must be approved by Alive Publishing Group 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 for more information.



Rectangle (300*250)

Appears upon initial page load and consistently as users explore content. Maximizes exposure time.

Contact.

Email advertise@alive.com for more information.

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

ftp.alive.com

username: alivemag
password: aliveart

Dropbox

send to: art@alive.com

Deadlines.

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February	November 16, 2020	December 1, 2020
March	December 21, 2020	January 6, 2021
April	January 18, 2021	February 2, 2021
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June	March 23, 2021	April 6, 2021
July	April 16, 2021	May 3, 2021
August	May 18, 2021	June 3, 2021
September	June 22, 2021	July 7, 2021
October	July 16, 2021	August 2, 2021
November	August 24, 2021	September 9, 2021
December	September 24, 2021	October 8, 2021

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.

alive eNewsletter

Reach more people.

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

20%

average open rate for Health and Fitness eNewsletters

17%

average open rate for Vitamin Supplements eNewsletters

25%

average open rate for the *alive* eNewsletter

Key Facts

FREQUENCY

BI-WEEKLY

SUBSCRIBERS

23,000+

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.



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

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

ftp.alive.com

username: alivemag
password: aliveart

Dropbox

send to: art@alive.com

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

Deadlines.

MONTH	AD RESERVATION	DATE MATERIAL DUE
January	December 4, 2020	December 17, 2020
February	January 20, 2021	January 27, 2021
March	February 17, 2021	February 24, 2021
April	March 26, 2021	April 7, 2021
May	April 23, 2021	April 30, 2021
June	May 28, 2021	June 4, 2021
July	June 25, 2021	July 2, 2021
August	July 23, 2021	July 30, 2021
September	August 18, 2021	August 25, 2021
October	September 24, 2021	October 1, 2021
November	October 22, 2021	October 29, 2021
December	November 19, 2021	November 26, 2021

Contact.

Email **advertise@alive.com** for more information.

Dates.

2020 PUBLICATIONS

January 6
January 20
February 3
February 17
March 3
March 17
March 31
April 14
April 28
May 12
May 26
June 9
June 23
July 7
July 21
August 4
August 18
September 1
September 15
September 29
October 7
October 21
November 4
November 18
December 2
December 16

Social Media

Let's be social.

With a robust social presence, Alive Publishing Group's reach extends far beyond our print publications.

Want to take advantage of our worldwide digital audience? The good news is that you can, and it's easy.

How to collaborate

- › Give away products through our social channels
- › Take over our Instagram
- › Have us share your social content

Why collaborate?

- › Low-cost advertising and marketing exposure with a global reach
- › Digital content to share within your network
- › Targeted audience

Our channels engage followers with

- › recipes and health tips you won't find anywhere else
- › sneak peeks into what's coming in our print publications
- › exclusive behind-the-scenes photos and inspiring videos
- › content from our powerful network of brand ambassadors

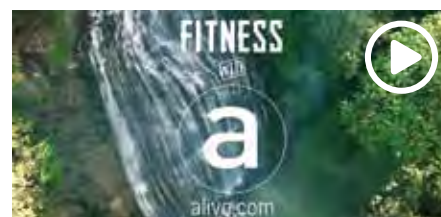
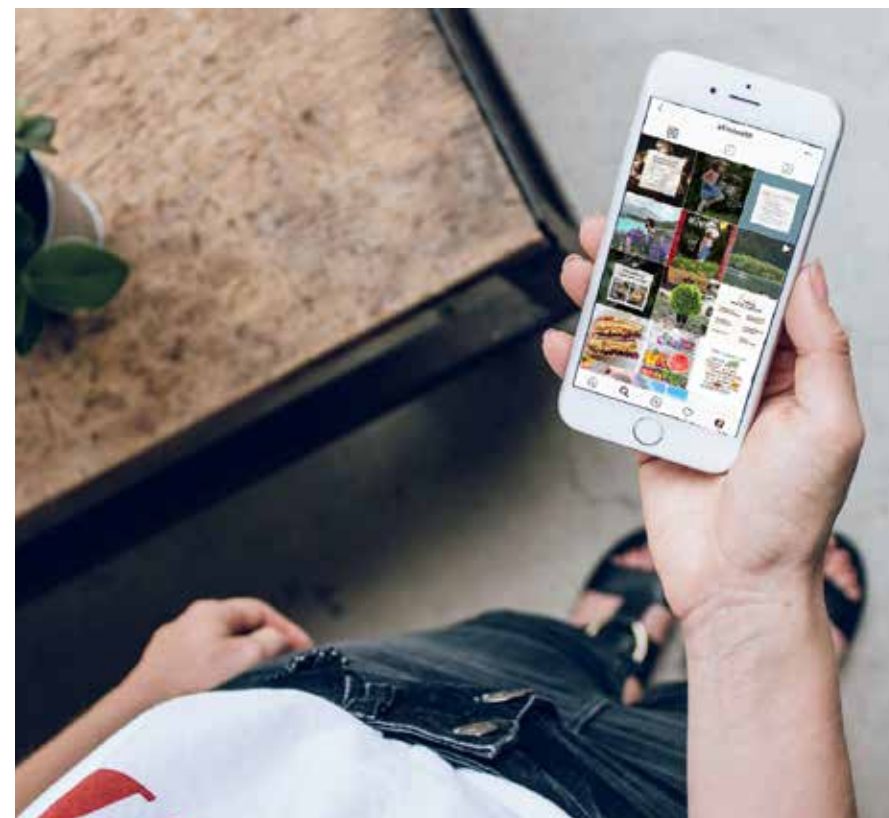
alive Canada

 @alive.health.wellness

 @aliveHealth

 @alivehealth | #alivemagazine

 @alivemag





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 Listens

Your own market research.

alive Listens is our state-of-the-art consumer community powered by Rival. The panel is made up of everyday natural health advocates who volunteer their time to be part of this hugely influential body of people. With our new chat-based model, engagement is easier than ever!

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

Key Facts

700%

INCREASE IN AVERAGE LENGTH OF OPEN-END CHAT RESPONSES COMPARED TO TRADITIONAL SURVEYS

50-70%

TYPICAL CHAT RESPONSE RATES

93%

OF CONSUMERS THINK CHATS ARE "MUCH MORE" OR "SOMEWHAT MORE" FUN THAN TRADITIONAL SURVEY

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

\$3,500 per survey

Email advertise@alive.com for more information.

alive Awards

Celebrating natural health excellence.

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. *alive* awards are voted on by both retailers and consumers.

For more information about the 2021 *alive* Awards, please contact awards@alive.com.



alive Executive Summit

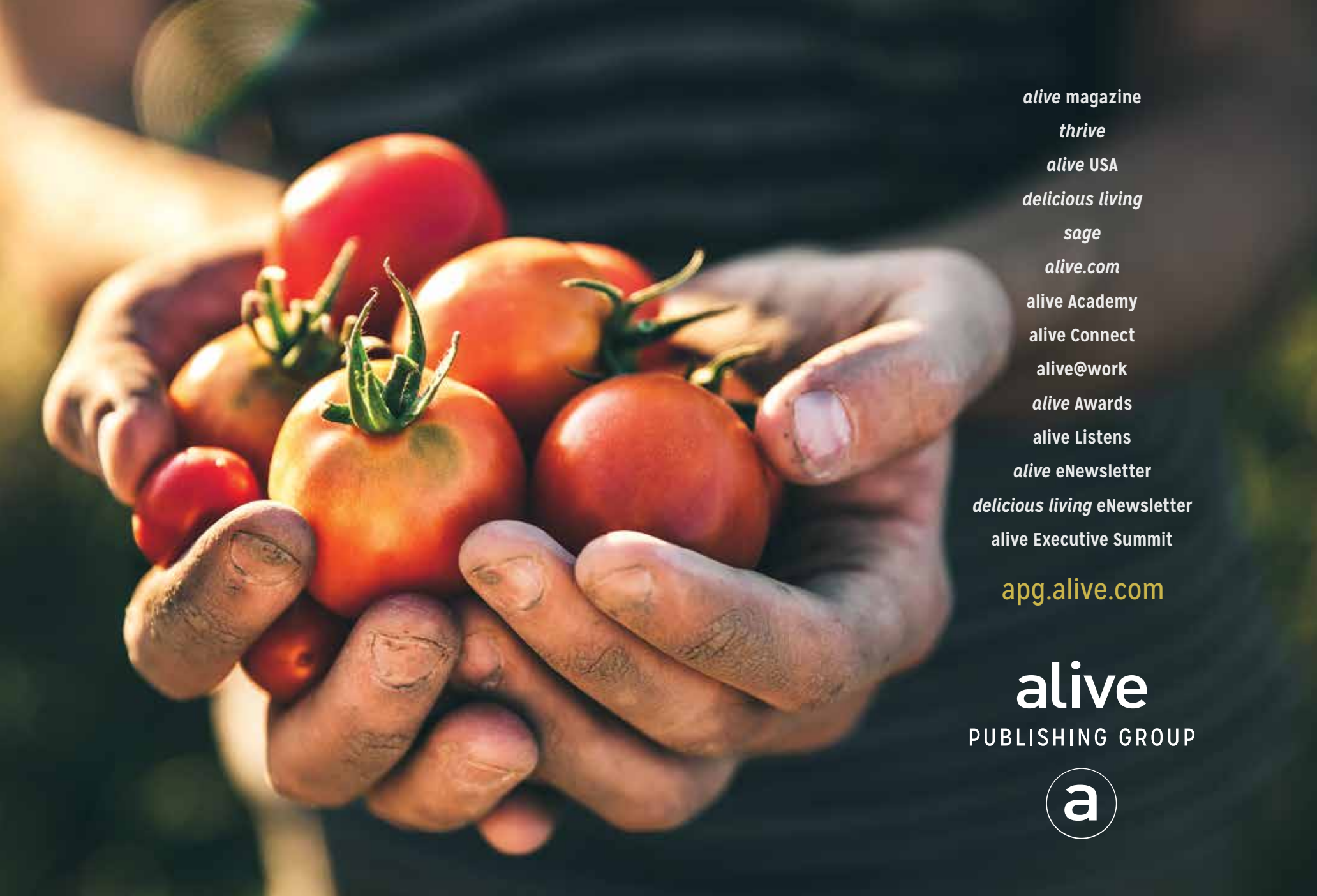
Envisioning the future of natural health.

The alive Executive Summit brings together top-level decision makers to discuss the growing future of natural health in North America 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.

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





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