



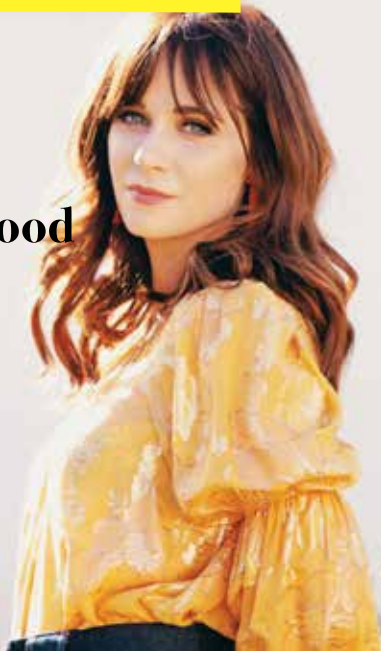
alive
MAGAZINE

2021 Media Kit

**Next-level
performance**

Plant-forward food

**Eco-conscious
culture**



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



PLUS: SUPPLEMENT INTEL * FITNESS NUTRITION * NEW RESEARCH * MUST-HAVE PRODUCTS * INNOVATIONS & TRENDS *
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 twist. We motivate readers to eat healthier (drool-worthy 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.

alive has never been more vital

The COVID-19 pandemic is truly a once-in-a-lifetime circumstance that's led to an unprecedented need for our products and services. We are in your corner and unwavering in our support. We are adapting to be more influential than ever, ensuring that accurate information on preventive health is in the hands of consumers and driving growth for you. We are strongest united. We need to educate and inspire as partners. Now is the time to lean in together.

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

***alive* READERS ARE PRETTY GREAT TOO**

We engage your current and future customers: the people who took probiotics before it was cool and the growing category of shoppers who are just discovering how amazing CBD is.

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 predominantly 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

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, including obesity and diabetes

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:

**215,000
COPIES**

“We like *alive* because of the overall look; it’s more professional and premium than other in-store magazines in the industry.”

- Doug Crooks, Manager, Realife Nutrition, TX

“*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



What *alive* is loving in 2021

In *alive*, natural health is accessible, beautiful, and inspiring. Our articles enlist top influencers (from elite athletes 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.

2021 EDITORIAL CALENDAR

JANUARY/FEBRUARY

Heart Health

We're excited about...

- Sports nutrition products
- Heart-healthy supplements
- CBD for athletes and for heart health

Must have products: Heart health products

MARCH/APRIL

Brain Health

We're excited about...

- Natural brain-boosting herbs and supplements, including CBD
- Brain-gut connection
- Sports nutrition products

Must have products: Brain health products

MAY/JUNE

Detox

We're excited about...

- Natural detoxifiers and cleansing products
- Clean beauty products
- CBD for nonaddictive pain relief

Must have products: Detox products



In 2021, we're doubling down on educating our readers on **natural immune support, CBD, sports nutrition, and trending natural health products and supplements!**

JULY/AUGUST

Digestive Health

We're excited about...

- Microbiome/immune support, including probiotics
- Natural digestive health products
- CBD for digestive health

Must have products: Digestive health products

SEPTEMBER/OCTOBER

Kids' Health

We're excited about...

- The best supplements for kids
- Immune support for kids
- Muscle- and strength-building supplements for fall fitness goals

Must have products: Kids' health products

NOVEMBER/DECEMBER

Immune Health

We're excited about...

- Herbs and supplements for colds and flu
- Immune health and preventive products
- CBD for stress and sleep

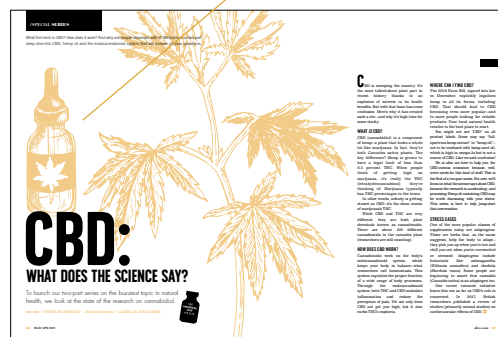
Must have products: Immune health products



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



CBD-focused content educates readers on hemp-derived products



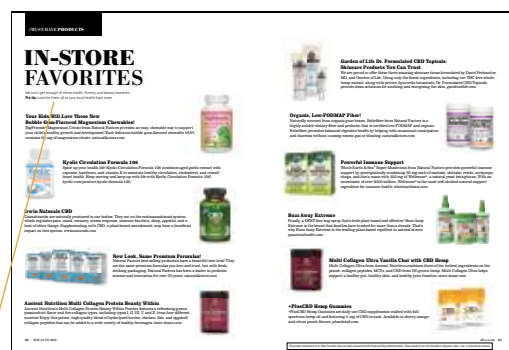
Features share celebs' diet and fitness tips or an in-depth focus on food



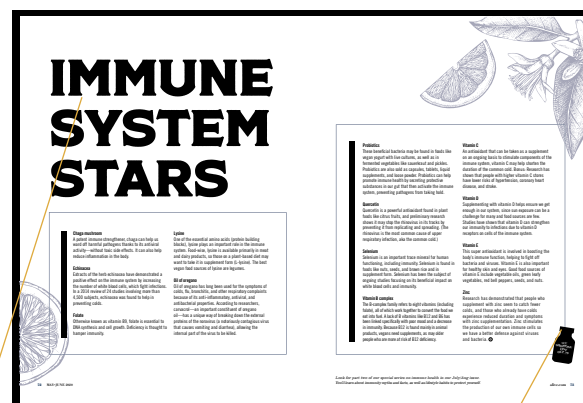
Shopping list summarizes supplements and natural foods in each issue



Plant-forward recipes help readers cook with healthy ingredients



Must-have products section highlights fab natural health products (like yours!)



Next-level health articles include supplement and diet intel

Supplement bottle icons direct readers to supplement shopping list



Shopping bag icons direct readers to 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, 2020	November 2, 2020
Mar/Apr	December 21, 2020	January 6, 2021
May/June	February 19, 2021	March 5, 2021
July/Aug	April 16, 2021	May 6, 2021
Sept/Oct	June 22, 2021	July 8, 2021
Nov/Dec	August 24, 2021	September 9, 2021

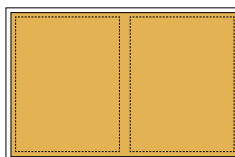
ADVERTISING RATES

	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	N/A	N/A

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.

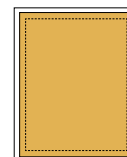
SIZING SPECIFICATIONS



Double Page Spread

16.25 x 10.75 trimmed
16.75 x 11.25 bleed
15.75 x 10.25 live area

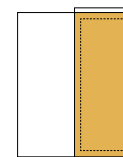
(allow 0.5 inch from the spine on each page)



Full Page

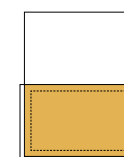
8.125 x 10.75 trimmed
8.625 x 11.25 bleed
7.125 x 10.25 live area

*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 (e.g. 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.

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

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

alive Canada magazine educates and inspires Canadian natural health consumers.

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 (@myalivesocial) 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 * 1.866.700.7008 * advertise@alive.com

