



alive

Choose natural.

2022 MEDIA KIT



alive Connect

CONNECTING NATURAL
HEALTH RETAILERS
AND CUSTOMERS

Connecting you to your natural health retailer

Specifically created for natural health retailers, *alive Connect* is a digital boutique version of *alive* content designed to help retailers connect even more with their customers. It 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 natural health publication whenever and wherever they choose, whether they are scrolling on a mobile device or sitting at their work desktop.



Healthy learning on the go

Specifically created for natural health retailers, alive Connect is a personalized digital boutique version of *alive* content designed to help you connect even more with your customers. alive Connect caters to retailers looking to start or expand a customer outreach program.

Share the content directly with your 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 clickable store logo

alive Connect Rates and Dates

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* 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 (300x250)

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**, **Google Drive**, **wetransfer** or on **APG's FTP** site.

Dropbox

send to: art@alive.com

ftp.alive.com

username: alivemag

password: aliveartv

ISSUE	AD RESERVATION	MATERIAL DUE
January	October 22, 2021	November 1, 2021
February	November 18, 2021	November 30, 2021
March	December 17, 2021	December 29, 2021
April	January 17, 2022	January 31, 2022
May	February 17, 2022	March 1, 2022
June	March 17, 2022	March 31, 2022
July	April 18, 2022	May 2, 2022
August	May 17, 2022	May 31, 2022
September	June 17, 2022	July 4, 2022
October	July 19, 2022	August 2, 2022
November	August 17, 2022	August 31, 2022
December	September 19, 2022	October 3, 2022