




alive Canada

CANADA'S NATURAL HEALTH
AND WELLNESS MAGAZINE

ADVERTISING

2023 MEDIA KIT



alive 2023 media kit

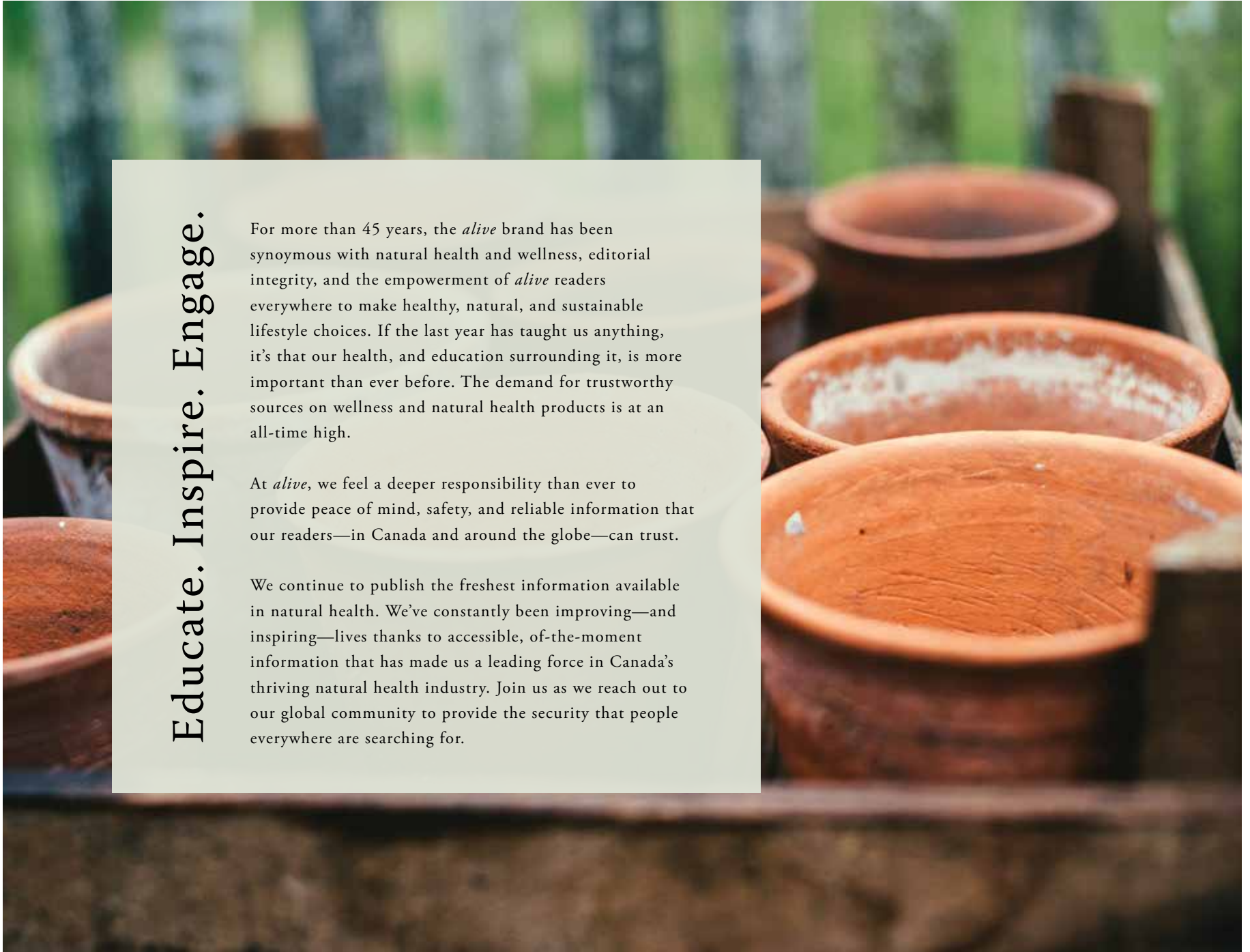
Each month, *alive* Canada delivers content that is lively, innovative, and accessible. Trusted as the go-to resource for making healthy, natural, and sustainable lifestyle choices, *alive* Canada articles explain otherwise complicated natural health and wellness topics in an easy-to-understand way. 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*.

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. If the last year has taught us anything, it's that our health, and education surrounding it, is more important than ever before. The demand for trustworthy sources on wellness and natural health products is at an all-time high.

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.

We continue to publish the freshest information available in natural health. We've constantly 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. Join us as we reach out to our global community to provide the security that people everywhere are searching for.





Unique

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

Unlike free or regular newsstand magazines, *alive* magazine is designed specifically for you to use as an integral part of your sales, marketing, and customer engagement programs.

KEY FACTS

CIRCULATION

165,000

COPIES

LOCATIONS

800+

RETAIL POINTS
ACROSS CANADA

FREQUENCY

Monthly

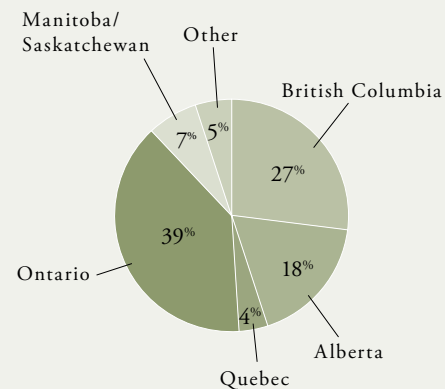
READERSHIP

3.4

READERS
PER COPY

GEOGRAPHIC BREAKDOWN

alive IS DISTRIBUTED
NATIONALLY.





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

Influential

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 OUR CANADIAN SHOPPERS

78%

MAKE PURCHASES
BASED ON WHAT
THEY READ
IN *alive*

alive READERS ...

- > are primarily female, from **30 to 55 years of age**
- > are primarily—**77%**—post-secondary educated
- > have household incomes of more than **\$100,000**
- > are from households with **3 or more** individuals
- > invest **50 minutes**, on average, in each issue
- > refer to the average *alive* issue **3 times**, enhancing exposure to advertising messages

84%

USE
NATURAL
HEALTH
PRODUCTS

84%

HAVE A POSITIVE
ATTITUDE
TOWARD
COMPANIES
ADVERTISING
IN *alive*

89%

CURRENTLY
HAVE
A MEDICAL
CONDITION

64%

WILL PAY
FOR GOOD
FOOD FOR
THEMSELVES
AND THEIR
FAMILIES

2023 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: Digestive Health

Featuring: microbiome support • probiotics
• digestive health • fermented foods
• natural weight management • sports nutrition
• plant-based proteins • mushrooms

*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

APRIL: Cancer • Immune Health

Featuring: immunity • superfoods
• cancer prevention and detection • collagen
• garlic • oil of oregano

*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

FEBRUARY: 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

MAY: Women's Health

Featuring: women's health • natural skin/beauty
• Mother's Day • cannabis for women's health • collagen

*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

MARCH: Detox • Natural Beauty

Featuring: detoxifiers and cleanses
• eco cleaning • natural beauty • green powders and supplements • cannabis for skin and relaxation • sports nutrition • garlic

*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

JUNE: 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 • collagen

*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

2023 Calendar

JULY: Brain Health/Skin Health

Featuring: brain-boosting • MCT oils • fish oils
• electrolyte powders • skin health • collagen
• cannabis for anxiety and depression
• brain-gut connection • plant-based proteins
• 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 for and protect our skin with the help of natural health products and protection.

ON DISPLAY: Brain health

OCTOBER: Healthy Aging/ Pain Management & Inflammation

Featuring: bone and joint health • cannabis for pain and inflammation • muscle health and strength • collagen • garlic

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

AUGUST: Children's Health

Featuring: herbs and supplements for kids' daily health • plant-based proteins • omegas
• probiotics • 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

NOVEMBER: Diabetes/Sleep Management

Featuring: diabetes prevention and blood sugar control • sleep management • cannabis for sleep
• plant-based proteins

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

SEPTEMBER: Cold & Flu

Featuring: cold & flu prevention/treatment and recovery • immune health • mushrooms • garlic
• oil of oregano

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 & flu

DECEMBER: De-stressing/Holidays

Featuring: stress relief • cannabis for stress
• low-waste and 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 our overall health during this month of celebration.

ON DISPLAY: De-stressing

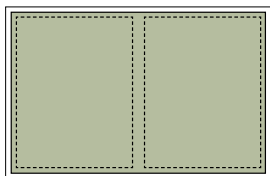
Rates

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	\$5,350	\$5,150	\$5,140	\$4,920
COVER POSITION	1X	3X	6X	12X
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	1X	2X	6X	12X
1/4 page	\$2,730	\$2,420	\$2,310	\$2,200
1/8 page	\$1,470	\$1,420	\$1,360	\$1,310
MARKETPLACE POSITION	1X	2X	6X	12X
Single	\$890	\$840	\$790	\$730
Double	\$1,790	\$1,680	\$1,580	\$1,420

INSTORE: limited spaces available. Includes image and 40 words of text \$2,730

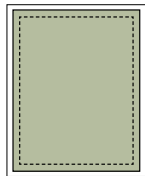


Ad sizes



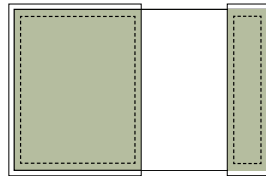
Double page spread**

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



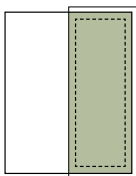
Full page

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



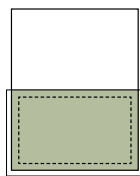
1 + 1/3 page spread

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



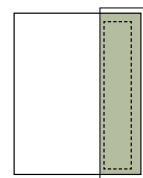
1/2 page vertical*

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



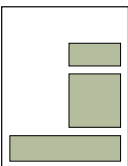
1/2 page horizontal

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



Marketplace

Single

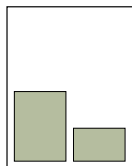
3.438 x 1.813

Double vertical

3.438 x 3.813

Double horizontal

7 x 1.813



Showcase

1/4

3.438 x 4.813

1/8

3.438 x 2.313

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

**Allow 0.5 inch from the spine on each page.

MATERIAL SPECIFICATIONS

- preferred file format: press-ready PDF, 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 25 MB), Dropbox, or WeTransfer.

Deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January	October 19, 2022	November 2, 2022
February	November 16, 2022	November 30, 2022
March	December 21, 2022	January 04, 2023
April	January 18, 2023	February 01, 2023
May	February 21, 2023	March 7, 2023
June	March 22, 2023	April 5, 2023
July	April 18, 2023	May 2, 2023
August	May 17, 2023	May 31, 2023
September	June 21, 2023	July 5, 2023
October	July 19, 2023	August 2, 2023
November	August 23, 2023	September 6, 2023
December	September 25, 2023	October 6, 2023

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 are not accepted. Likewise, website advertisements offering supplements, vitamins, or other products not available in health food stores are not 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

THE BUSINESS OF
NATURAL HEALTH



thrive prepares you

thrive is a digital peek into what's coming in the next issue of *alive* magazine—delivered to your inbox. A valuable tool, *thrive* enables you to plan for inventory choices and make the most of your display and promotional materials. *thrive* also provides a wealth of valuable information designed to support you in a quickly evolving business environment. Research shows *alive* readers have a high level of engagement in *alive*'s content, which has a strong impact on the brands they purchase.

Special Key Product Features

Provides a preview of supplements and other products advertised in the coming month's issue of *alive* magazine. Key Product Features include a handy description of each item, with highlights and selling points, which enables you to plan for inventory choices and make the most of your display and promotional materials.

Rates

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

Key Product Features

- Included with every full-page ad purchased in *alive*, and \$150 per feature for all others
- Each feature comes with a link of your choosing and your business phone number

Tile ad

Desktop and mobile view requires 300 X 250 pixels as a PNG, JPG, or GIF file.

Dedicated e-blast

Have an announcement or product launch?

We will send your story to our 3,000+ retailers' inboxes.

\$1,500



alive.com

RETHINKING DIGITAL FOR
NATURAL HEALTH BRANDS



*as of June 2022

alive.com

Join us online

Grow with us

Committed to tech leadership, *alive* partnered with digital media group Assembly in December 2020.

Reach natural health users

With an increased interest in preventive health following the COVID-19 pandemic, health-conscious North Americans want to be informed. They're turning to online channels for the high-quality health intel they need to stay well, which makes *alive.com* a powerful resource.

Leverage trusted content

The *alive.com* archives contain thousands of articles on every natural health topic imaginable, from allergies to zinc. Past content is constantly optimized to drive new visits. Readers trust *alive* articles and recipes, which are crafted by natural health experts—think NDs, RDs, and holistic chefs.

KEY FACTS*

127,317

MONTHLY SESSIONS
(VISITORS)

4.59

PAGES/
SESSION

52.94%

BOUNCE RATE

2:06

AVERAGE SESSION
DURATION

583,985

MONTHLY PAGE
VIEWS (AD
IMPRESSIONS)



alive Connect

CONNECTING NATURAL
HEALTH RETAILERS
AND CUSTOMERS



Connecting the Natural health retailer to their community

Specifically created for natural health retailers, alive Connect is a personalized monthly digital boutique version of *alive* content designed to help complement your advertisement in *alive* magazine and extend to customers outside of the store. alive Connect highlights your product with retailers who are looking to start or expand a customer outreach program.

Retailers can then share this content directly with their customers and encourage engagement with each issue *and* your products. 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
- issue distribution to national retail clients
- your exclusive ad beside the article

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

alive Connect rates and dates

Advertising

Body ad (static/video)

- 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 (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 are accepted via email at **art@alive.com** (less than 25 MB), **Dropbox** or **WeTransfer**

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June	March 22, 2023	April 5, 2023
July	April 18, 2023	May 2, 2023
August	May 17, 2023	May 31, 2023
September	June 21, 2023	July 5, 2023
October	July 19, 2023	August 2, 2023
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December	September 25, 2023	October 6, 2023



alive eNewsletter

REACH MORE PEOPLE



Reach more people

Placing ads in the *alive* eNewsletter 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.

Building top-of-mind awareness

Featuring current editorial topics, top trends, tips, and product features, *alive* eNewsletter content is actionable and ideal for contest promotions, new product launches, and brand announcements.

KEY FACTS

DISTRIBUTION

Bi-weekly

SUBSCRIBERS

23,000+

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
SUPPLEMENT
eNEWSLETTERS

25%

AVERAGE OPEN
RATE FOR THE *alive*
eNEWSLETTER



Advertising online

- 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/month

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

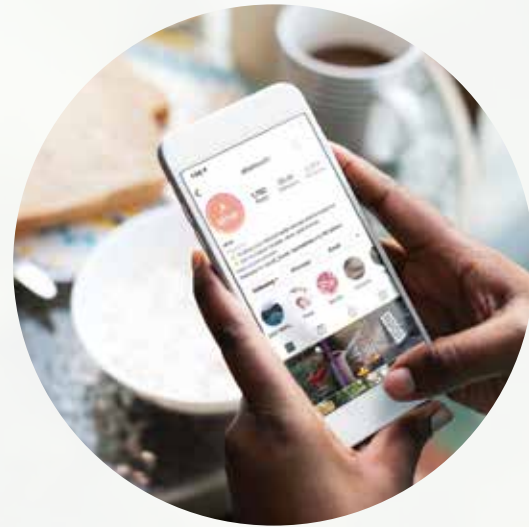
AD MATERIALS

Ads accepted via email at art@alive.com
(less than 25 MB), **Dropbox**, or **WeTransfer**.



Deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January	December 21, 2022	December 28, 2022
February	January 18, 2023	January 25, 2023
March	February 15, 2023	February 22, 2023
April	March 29, 2023	April 5, 2023
May	April 26, 2023	May 3, 2023
June	May 24, 2023	May 31, 2023
July	June 21, 2023	June 28, 2023
August	July 19, 2023	July 26, 2023
September	August 30, 2023	September 6, 2023
October	September 27, 2023	October 4, 2023
November	October 25, 2023	November 1, 2023
December	November 22, 2023	November 29, 2023



Social Media

REACHING 100,000+ HIGHLY
ENGAGED CONSUMERS



Social media

Let's be social

With a robust social presence, *alive'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

OUR REACH*

 **30K+**
FOLLOWERS

 **23K+**
FOLLOWERS

 **110K+**
MONTHLY VIEWS

 **13K+**
FOLLOWERS

OUR IMPACT*

86,970
OVERALL IMPRESSIONS

77,074
OVERALL REACH

10,612
OVERALL ENGAGEMENT

Toronto, Ontario
TOP PLACE

Female, 35-44
TOP GENDER AND AGE

**as of May 2022*

Social media sponsorship opportunities

Let us tell your story

Tap into our expertise to share your brand message with a broader, more engaged group of natural health consumers. You can integrate a print, editorial, social, and digital campaign that best supports your brand.

Sponsored Instagram/Facebook content

We create content in our voice to build buzz and trust for your must-buy products.

Great for increasing brand visibility and credibility

Sponsored Instagram giveaway

We make consumers fall in love with your unique brand through a curated carousel post.

Great for increasing followers

Instagram/Facebook takeover

We create a week's worth of in-depth posts that showcase your brand, products, and mission.

Great for increasing brand visibility and credibility, sharing new product info

Contact us for your custom social media package

advertise@alive.com or 604.295.9126



alive Listens

BE PART OF THE STORY





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

\$3,500 PER SURVEY

alive Listens

Connect with our community of natural health enthusiasts, loyalists, and influencers to get direct-from-consumer insights on topics ranging from purchasing patterns to product design. Our audience is made up of your buyers.

Speak to engaged consumers

The community is kept engaged with short, fun, natural health chats every 10 to 15 days.

Get real-time reports

Request live topline links to check your data right when a chat launches.

Dive deep with advanced reporting

In addition to live toplines, get custom analysis as needed.

KEY FACTS

3,500+

alive LISTENS
SUBSCRIBERS

2,200+

CANADIAN

1,100+

US

87%

COMPLETION RATE

72%

PARTICIPATION RATE

Email advertise@alive.com for more information.



alive Syndicated Research

GET TO KNOW
YOUR CUSTOMERS

presented by alive Listens



Evolution of Wellness

alive syndicated research annual subscription \$24,000

A monthly playbook for really getting to know your shoppers.

Why you need it

Get unprecedented access directly into the minds of qualified buyers. We help you understand who your customers are, what motivates them, their decision-making process, and what they expect from natural health brands.

How we conduct it

This chat-based communication is a research format that allows for incomparable insights. We not only provide data but also anecdotal emotional commentary direct from the source.

What you'll learn

Information is packaged in a dynamic format to reveal key details that will drive high-level direction, marketing strategy, and channel decisions. You'll receive practical recommendations for immediate implementation. The reports also feature interpretations and tips based on years of industry-leading experience.



alive Awards

YOUR PRODUCTS DESERVE
TO BE RECOGNIZED



alive Awards

Celebrating natural health excellence

Voted on by both consumers and natural health retailers, these prestigious gold, silver, and bronze awards are presented to manufacturers of both retailer and consumer favourites. Established in 1993, the *alive* Awards cover a huge array of natural health categories to acknowledge the large and diverse number of natural health options on the market.

For more information about the 2023 *alive* Awards, please contact awards@alive.com.





alive Executive Summit

CANADA'S PREMIER
NATURAL HEALTH SUMMIT



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 that operate in the North American natural health industry 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 appeals to retailers, wholesalers, distributors, manufacturers, and other businesses that operate in the North American natural health industry.





WE'RE LOOKING
FORWARD TO
GROWING A GREAT
PARTNERSHIP
WITH YOU

alive.com

alive magazine

thrive

alive USA

CNHR

Live Naturally

delicious living

delicious living Awards

delicious living Retailer Preview

sage

alive.com

alive Academy

alive Connect

alive@work

alive Awards

alive Listens

alive eNewsletter

alive Executive Summit

apg.alive.com