



*alive* Canada

CANADA'S NATURAL HEALTH  
AND WELLNESS MAGAZINE

ADVERTISING

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2024 MEDIA KIT

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## *alive* 2024 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 48 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 past few years have 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 are constantly 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 48 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

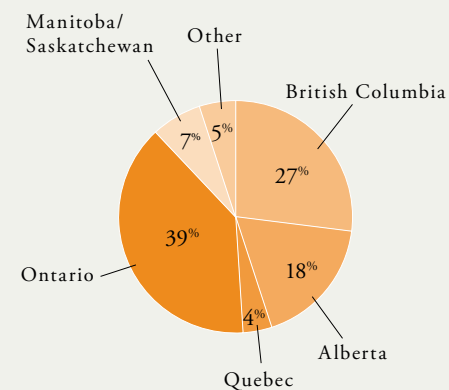
READERSHIP

3.4

READERS  
PER COPY

### GEOGRAPHIC BREAKDOWN

*alive* IS DISTRIBUTED  
NATIONALLY.





# 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



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

### *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

# 2024 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 game-changing fitness, diet, and supplement information to protecting their health through prevention.*

**ON DISPLAY:** *Men's health*

# 2024 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 brains. 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.*

**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 and 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

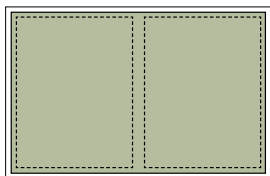
INSIDE POSITION	1X	3X	6X	12X
Double page spread	\$18,220	\$17,590	\$17,010	\$15,750
1 + 1/3 page spread	\$15,460	\$14,330	\$13,810	\$12,700
1 page	\$9,975	\$9,240	\$8,980	\$8,770
1/2 page horizontal/vertical	\$6,510	\$6,410	\$6,300	\$5,880
1/3 page	\$5,350	\$5,150	\$5,140	\$4,920
COVER POSITION	1X	3X	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

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



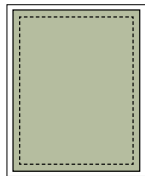


# Ad sizes



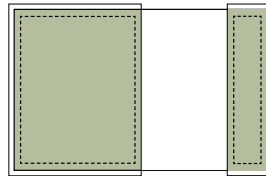
## Double page spread\*\*

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



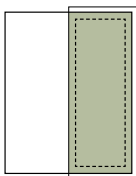
## Full page

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



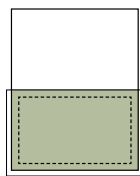
## 1 + 1/3 page spread

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



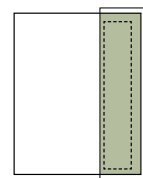
## 1/2 page vertical\*

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



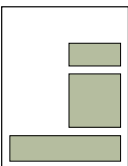
## 1/2 page horizontal

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

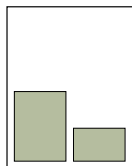
3.438 x 1.813

### 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](mailto:art@alive.com)

(files under 25 MB), Dropbox, or WeTransfer.

## Deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January	October 19, 2023	November 2, 2023
February	November 16, 2023	November 30, 2023
March	December 21, 2023	January 4, 2024
April	January 18, 2024	February 1, 2024
May	February 22, 2024	March 7, 2024
June	March 21, 2024	April 4, 2024
July	April 18, 2024	May 2, 2024
August	May 16, 2024	May 30, 2024
September	June 20, 2024	July 4, 2024
October	July 18, 2024	August 1, 2024
November	August 22, 2024	September 5, 2024
December	September 26, 2024	October 10, 2024

## 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.

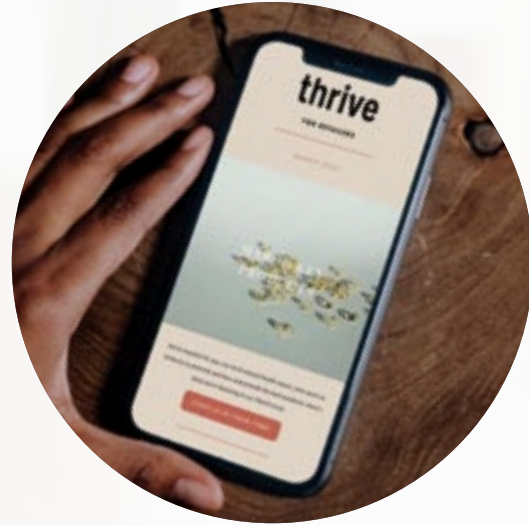
## Advertising in *alive* supports health food store sales.

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).

## 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**

- Key products are \$150 per feature, or are included free of charge with the purchase of each full page in *alive*.
- 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?**

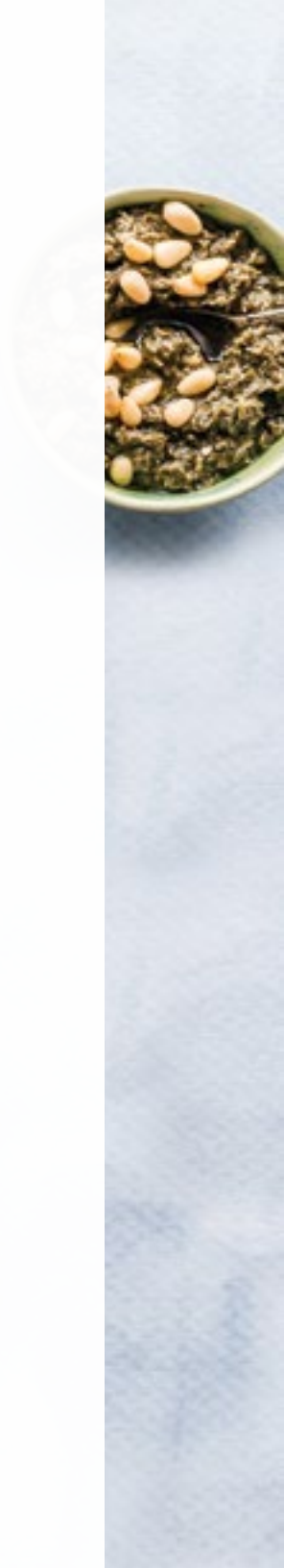
We will send your story to our 3,000+ retailers' inboxes.

**\$1,500**

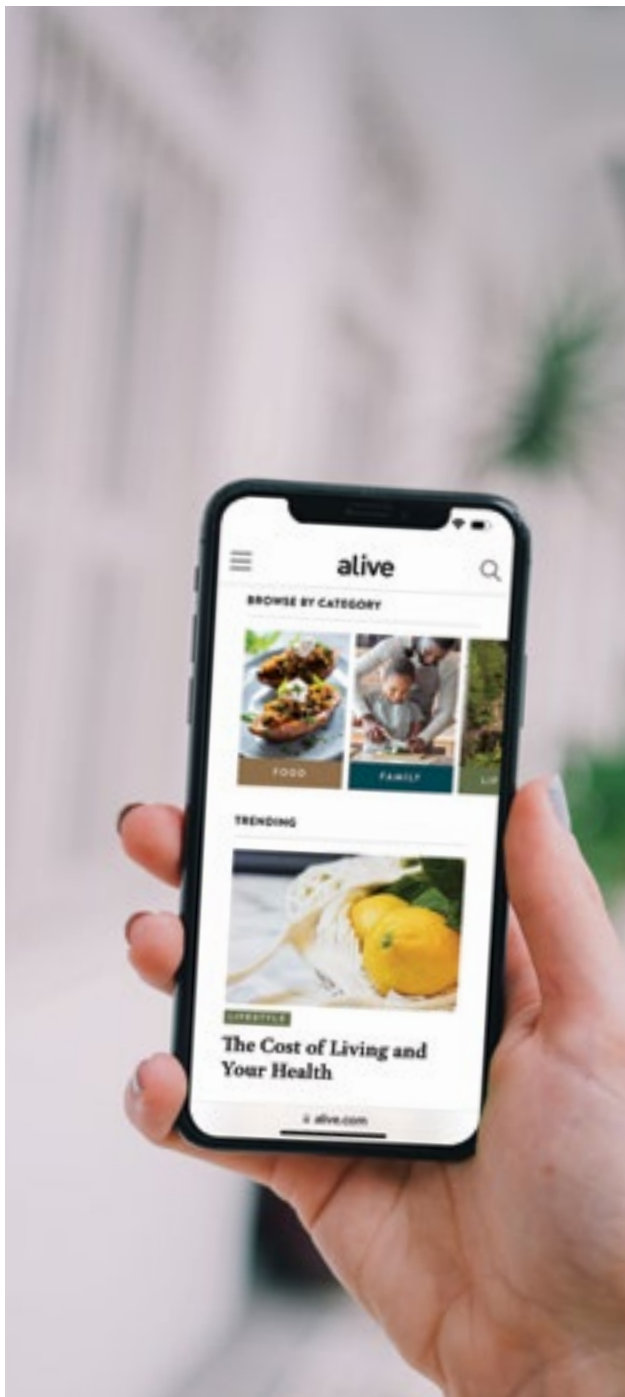


*alive.com*

RETHINKING DIGITAL FOR  
NATURAL HEALTH BRANDS







*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**

Consumers are increasingly interested in healthy aging supporting outward beauty with internal, natural health. There is also an increase in preventative health following the pandemic, and 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

583,985  
MONTHLY PAGE  
VIEWS (AD  
IMPRESSIONS)

2:06  
AVERAGE SESSION  
DURATION





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.

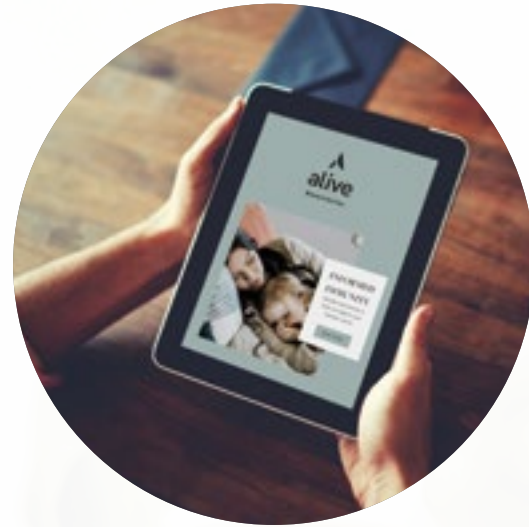
### Contact

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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## *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

20,000+

The *alive* eNewsletter is a trusted resource, driving open rates above industry averages.

20%

AVERAGE OPEN RATE FOR OTHER  
HEALTH AND FITNESS eNEWSLETTERS

17%

AVERAGE OPEN RATE FOR OTHER  
VITAMIN SUPPLEMENT eNEWSLETTERS

34%

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](mailto:art@alive.com) (less than 25 MB), **Dropbox**, or **WeTransfer**.

## Deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January	December 20, 2023	December 27, 2023
February	January 31, 2024	February 7, 2024
March	February 28, 2024	March 6, 2024
April	March 27, 2024	April 3, 2024
May	April 24, 2024	May 1, 2024
June	May 22, 2024	May 29, 2024
July	June 19, 2024	June 26, 2024
August	July 31, 2024	August 7, 2024
September	August 28, 2024	September 4, 2024
October	September 25, 2024	October 2, 2024
November	October 23, 2024	October 30, 2024
December	November 20, 2024	November 27, 2024





## 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\*

 **32K+**  
FOLLOWERS

 **24K+**  
FOLLOWERS

 **105K+**  
MONTHLY VIEWS

## OUR IMPACT\*

**187,299**  
MONTHLY  
IMPRESSIONS

**154,295**  
MONTHLY  
REACH

**13,257**  
MONTHLY  
LIKES AND COMMENTS

**Toronto, Ontario**  
TOP PLACE

**Female, 35-44**  
TOP GENDER AND AGE

*\*as of June 2023*

# 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 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](mailto: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.





Choose natural.

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

*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

 @alivehealth | #alivemagazine

 facebook.com/alive.health.wellness

 alivemag



[APG.ALIVE.COM](http://APG.ALIVE.COM)

• 1.866.700.7008

• [ADVERTISE@ALIVE.COM](mailto:ADVERTISE@ALIVE.COM)

With the participation of the Government of Canada.

