



2019 DIGITAL MEDIA KIT

Your complete source for natural health and wellness

***alive* magazine**

thrive

***alive* USA**

delicious living

sage

alive.com

***alive* Academy**

***alive* Connect**

***alive* Awards**

***alive* Listens**

***alive* eNewsletter**

***alive* Executive Summit**

apg.alive.com

alive

PUBLISHING GROUP



For more than 40 years, *alive* brands have been synonymous with natural health and wellness, editorial integrity, and the empowerment of those we reach to make healthy, and sustainable lifestyle choices.

We also boast a robust online presence. Our digital channels are go-to hubs for natural health trends, addictive recipes, and inspiration for living well.

PUBLICATIONS

***alive* CANADA** [PAGE 3]

Publishes the latest natural health information; *alive* is purchased and distributed monthly by natural health retailers to enhance their customers' natural health knowledge.

***alive* USA** [PAGE 4]

Publishes next-level health, fitness, and food articles geared to the eco-conscious consumer, distributed by health food retailers throughout the United States.

sage [PAGE 5]

Introduces all things natural, healthy, and sustainable. Found in the natural values section of supermarket giant Loblaw, *sage* brings natural living ideas to a mass audience.

delicious living [PAGE 6]

Meets modern needs with contemporary natural health care methods and expert advice. In every issue, *delicious living* magazine covers trends, supplements, natural beauty, healthy cooking, and trusted products.

DIGITAL PLATFORMS

***alive* CANADA thrive** [PAGE 7]

Presents retailers with information on major editorial and advertising features in the upcoming issue of *alive* magazine.

alive.com [PAGES 8-11]

Showcases original award-winning content from *alive* magazine, as well as digital exclusives on trending topics, the healthiest recipes, and product giveaways.

***alive* eNewsletter** [PAGES 12-13]

Features current editorial topics, top trends, tips, and product features. Ideal for contest promotions, new product launches, and brand announcements.

deliciousliving.com [PAGE 14]

Features thousands of healthy recipes and stories about living well, drawing in users through engaging content programs.

***delicious living* eNewsletter** [PAGE 15]

Deliver natural news and recipes directly to readers' inboxes.

Social Media [PAGE 16]

Inspires a global community of followers with content that drives engagement, including exclusive health tips, behind-the-scenes photos, and compelling videos.

***alive* Connect** [PAGES 17-18]

Delivers a personalized monthly e-newsletter that educates natural health store customers on the go and drives repeat store visits, launches, and brand announcements.

EDUCATION & EVENTS

***alive* Listens** [PAGE 19]

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* Academy** [PAGE 20]

Educates retail store staff, health care practitioners, and other members of the community about natural health and wellness with numerous certificate and diploma options available.

***alive* Awards** [PAGE 21]

Promotes and recognizes outstanding product innovation while enhancing the credibility of natural health products.

***alive* Executive Summit** [PAGE 21]

Brings together senior executives and thought leaders to envision the future of natural health.

alive Canada

Live with us.

Published for more than 40 years, *alive* magazine delivers the latest natural health information for educated consumers.

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*.

Those interested in *alive* CANADA ...

- > are predominantly **female**, from **30 to 55** years of age
- > are primarily **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—based** on **what they read in alive**
- > have a **positive attitude** toward companies **advertising in alive**



Key Facts

CIRCULATION

185,000
copies

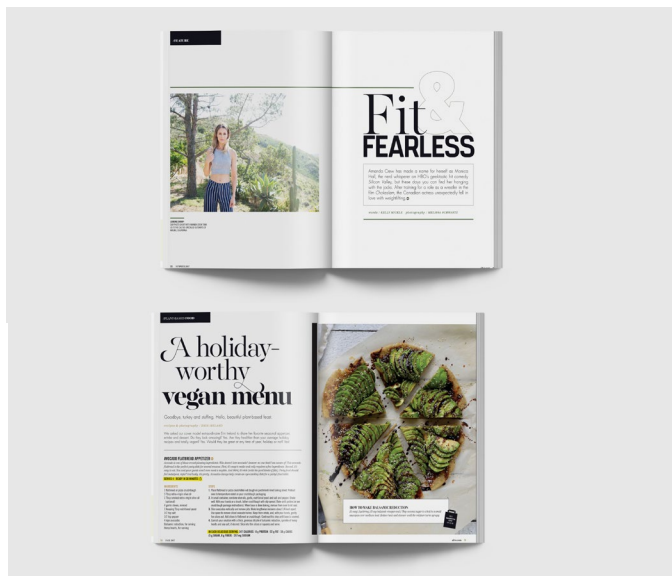
FREQUENCY

12X / YEAR

LOCATIONS

800+ retail
points across
Canada

Email advertise@alive.com
for more information.



Those interested in *alive USA* ...

- are mostly **25 to 39** year old **women**
- have **discretionary incomes** of **\$1,000 per month**
- **live** primarily in **urban areas**
- lead **highly active lifestyles**
- **buy organic products** and produce

alive USA

Eat, Drink & Be Healthy.

Distributed by prominent health food retailers across the US, *alive USA* is a natural health magazine with a modern, plant-based twist.

The articles featured in *alive USA* provide cutting-edge insights into ...

- plant-powered food and recipes
- next-level health and fitness
- eco-conscious culture and tech

Plus, its pages are packed with inspiring stories from influential movers and shakers.

alive USA enlists wellness gurus, healthy chefs, and top athletes to unpack the health topics consumers care about.

Key Facts

CIRCULATION

300,000
copies

FREQUENCY

6X / YEAR

LOCATIONS

1,000+ retail
points across the US

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

sage

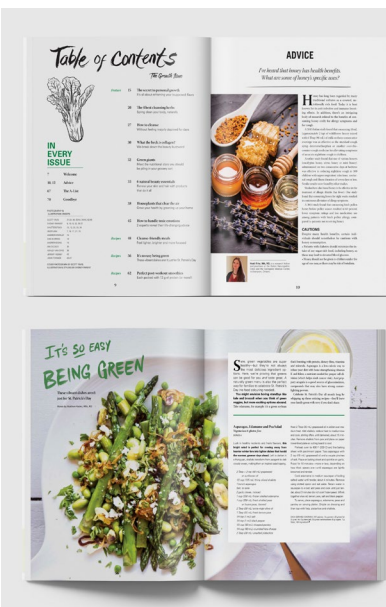
Live your best life.

sage magazine introduces families across Canada to accessible wellness and inspires them to pursue a more natural way of living. It is distributed exclusively through supermarket giant Loblaw, meaning it taps into a brand-new consumer base that is primed to purchase natural health products.

- > found in the Natural Values section and other strategic locations in Loblaw stores
- > brings natural living ideas to a mass audience
- > reaches families who may not have considered natural health before
- > provides easy-to-understand natural health information and articles from a trusted source

Those interested in sage ...

- > are predominantly **females, 30 to 55** years old
- > have household **incomes of \$85,000**
- > are from **households with 3 or more individuals**
- > are the **principal grocery shoppers**
- > are more **likely** to **use herbal remedies**



Key Facts

CIRCULATION

140,000
copies

FREQUENCY

9X / YEAR

LOCATIONS

815 Loblaws
stores

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

delicious living

Living Naturally.

A trusted voice in America's natural health community since 1985, *delicious living* helps consumers connect with local natural health retailers and the responsible companies that make healthy living achievable, sustainable, and fun. In every issue, it covers natural health trends, supplements, natural beauty, healthy cooking, and trusted products.

As of 2018, *delicious living* is entering an exciting new chapter as it joins Alive Publishing Group's suite of products.

Those interested in *delicious living* are ...

> **92%**

females

> **76%**

married

> **53%**

mothers (to children under 18)

> **92%**

college educated

Readers' top health goals include ...

- > eating healthy
- > healthy aging
- > increasing energy
- > improving immunity
- > cleaner digestion/detox

Key Facts

CIRCULATION

225,000
copies

FREQUENCY

12X / YEAR

LOCATIONS

1,000+ retail
points across the US

Email advertise@alive.com for more information.

alive CANADA thrive

Be ahead of the game.

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.

Company Profile

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

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.

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).

Title 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

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 Publishing Group, prior to publication, for content and design.

Rates.

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

Contact.

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



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. Readers can also find fantastic video content, including delicious recipes and how-to ideas.

***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, or gluten-free fare.



70% MOBILE
30% DESKTOP

**As of July 2017*

350,000/month
SESSIONS*
(VISITORS)

875,000/month
PAGE VIEWS*
(AD IMPRESSIONS)

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):

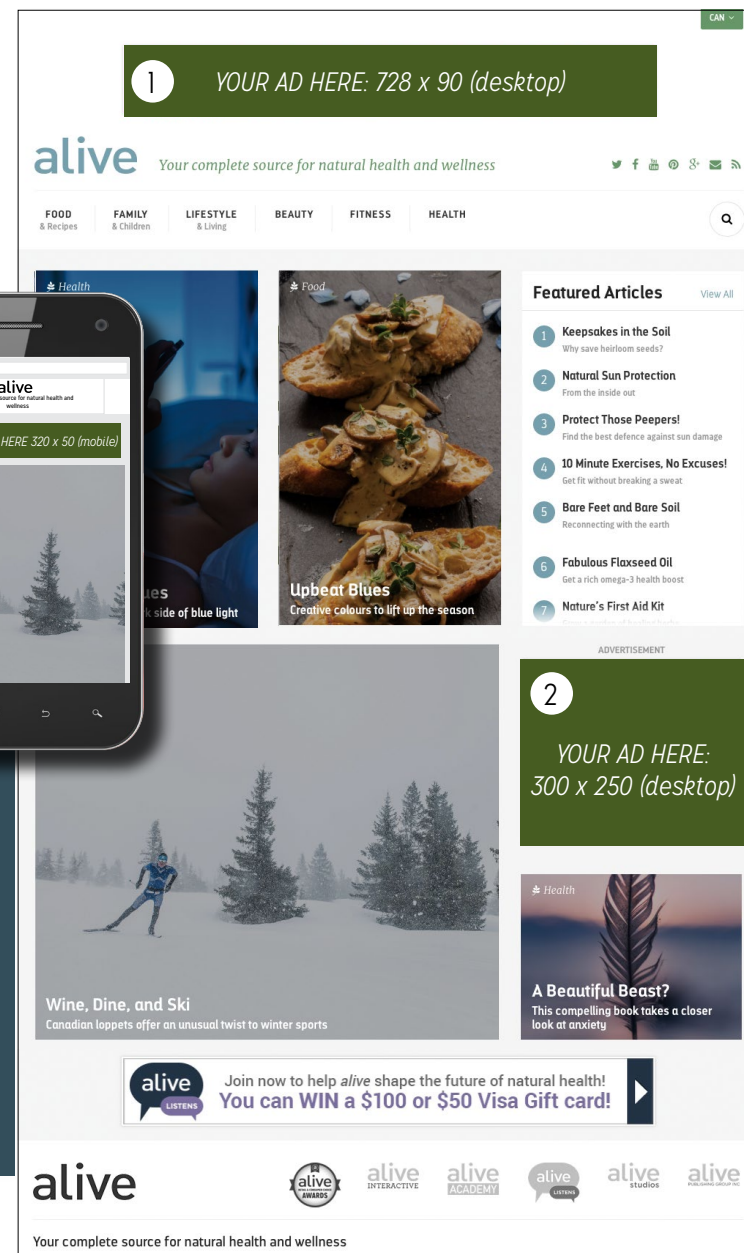
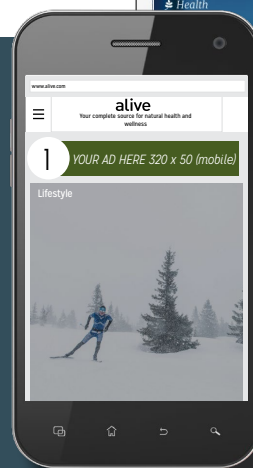
\$1,050/month

► **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.



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

- › We reserve 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.

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.

Contact.

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



Dates.

2019 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

Deadlines.

MONTH	AD RESERVATION	DATE MATERIAL DUE
January	December 11, 2018	December 18, 2018
February	January 18, 2019	January 25, 2019
March	February 15, 2019	February 22, 2019
April	March 18, 2019	March 25, 2019
May	April 19, 2019	April 26, 2019
June	May 17, 2019	May 24, 2019
July	June 17, 2019	June 24, 2019
August	July 18, 2019	July 25, 2019
September	August 16, 2019	August 23, 2019
October	September 17, 2019	September 24, 2019
November	October 18, 2019	October 25, 2019
December	November 15, 2019	November 22, 2019

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

ftp.alive.com
username: alivemag
password: aliveart

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

> **22%**

average open rate for Health and Fitness eNewsletters

> **22%**

average open rate for Media and Publishing eNewsletters

> **17%**

average open rate for Vitamin Supplements eNewsletters

> **25***

average open rate for the *alive* eNewsletter

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.

The *alive* eNewsletter features addictive content that maximizes click-throughs.

- > Average click-through rate for Health and Fitness eNewsletters: **3%**
- > Average click-through rate for Media and Publishing eNewsletters: **5%**
- > Average click-through rate for Vitamin Supplements eNewsletters: **2%**
- > Average click-through rate for the *alive* eNewsletter: **9%***

**based on 2017 open and click-through rates*

Key Facts

FREQUENCY

BI-WEEKLY

SUBSCRIBERS

23,800+



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),
or on Alive Publishing
Group's FTP site.

ftp.alive.com

username: alivemag
password: aliveart

Please place eNewsletter
ads in the Newsletter folder
on Alive Publishing Group's FTP.

Deadlines.

MONTH	AD RESERVATION	DATE MATERIAL DUE
January	December 5, 2018	December 12, 2018
February	January 30, 2019	February 6, 2019
March	February 27, 2019	March 6, 2019
April	March 27, 2019	April 3, 2019
May	April 24, 2019	May 1, 2019
June	May 29, 2019	June 5, 2019
July	June 26, 2019	July 3, 2019
August	July 24, 2019	July 31, 2019
September	August 28, 2019	September 4, 2019
October	September 25, 2019	October 2, 2019
November	October 23, 2019	October 30, 2019
December	November 20, 2019	November 27, 2019

Contact.

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

Dates.

2019 PUBLICATIONS

January 2
January 16
January 30
February 13
February 27
March 13
March 27
April 10
April 24
May 8
May 22
June 12
June 26
July 10
July 24
August 7
August 21
September 11
September 25
October 9
October 23
November 6
November 20
December 4
December 18

deliciousliving.com

Live deliciously.

deliciousliving.com is a natural health hub with thousands of recipes and articles about living well. It draws users in through engaging content programs and two weekly eNewsletters. Users come back again and again for easy-to-make recipes, special-diet tips, and the latest health and supplement info.

> 6 mins
spent on the site (average time)

> 269,000
average monthly page views

- **Bronze package** delivers 2 Leaderboard & 2 Rectangle units—total of 4 positions and 50k impressions (each at 12.5k)
- **Gold package** includes 10k more impressions with choice of Jumbotron OR Floor Ad
- **Platinum package** includes 15k more impressions with choice of Prestitial / Welcome OR Page Wrap / Site Skin / Wallpaper

Ad Packages.

Price:	À la carte (\$/000)	Bronze \$950	Gold \$1,450	Platinum \$1,950
Impression Count:		50k	50k+10k	50k+10k+5k
Effective CPM:	\$30	\$19.00	\$24.17	\$30.00
Leaderboard (728×90)*	\$30	2x	2x	2x
Rectangle (300×250)*		2x	2x	2x
Page Wrap / Site Skin / Wallpaper (1024×468, 1280×1024)*	\$75			x
Prestitial / Welcome (640×480)*	\$30			x
In-Article Video*	\$80		x	
Jumbotron**	\$60		x	x
Floor / Footnote**				x

Standard Ad Units



Leaderboard (728×90)
Highly visible units at the top and bottom of the page create immediate impact and repeat exposure.



Rectangle (300×250)
Appears upon initial page load and consistently as users explore content. Maximizes exposure time.



Prestitial / Welcome (640×480)
Loads on user's first visit. "Sponsored Introduction" is displayed with a countdown. Arresting and unmissable.



Page Wrap / Site Skin / Wallpaper
Offers advertisers the opportunity to brand around a website by leveraging traditionally unused portions of the page.



In-Article Video
Optimal user experience and viewability through in-article placement. Eye-catching and effective.

Contact.

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

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

ftp.alive.com
username: alivemag
password: aliveart

delicious living eNewsletters



Be in the know.

Users sign up to receive great-tasting healthy recipes, everyday nutrition tips, and the latest information on green living, supplements, and natural beauty—all delivered right to their inbox. Every Tuesday, we deliver a weekly recap of the best in nutrition, supplements, and beauty. Every Thursday, we deliver a delicious new recipe.

69,000+

Natural News subscribers

70,000+

Recipe of the Week subscribers

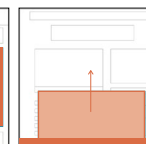
Ad Packages

eNewsletter

	Ad Units	Pricing
<i>delicious living</i>	580x80	\$1,250 – \$2,000 (per month)
Natural News:	180x150	
<i>delicious living</i>		
Recipe of the Week:	580x80	\$1,500 (per month)

Rich media Ad UNITS

Jumbotron
Large canvas
for multiple
assets.



Floor / Footnote
Remains
visible as
user scrolls.

Ads accepted via email
at art@alive.com
(less than 10MB),
or on our FTP site.

ftp.alive.com
username: alivemag
password: aliveart

Contact.

Email advertise@alive.com
for more information.

Social Media

Let's be social.

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

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


alive CANADA

-  facebook.com/alive.health.wellness
-  [@aliveHealth](https://twitter.com/@aliveHealth)
-  [@alivehealth](https://www.instagram.com/alivehealth) | [#alivemagazine](https://www.instagram.com/alivemagazine)
-  [alivemag](https://www.pinterest.com/alivemag)

delicious living

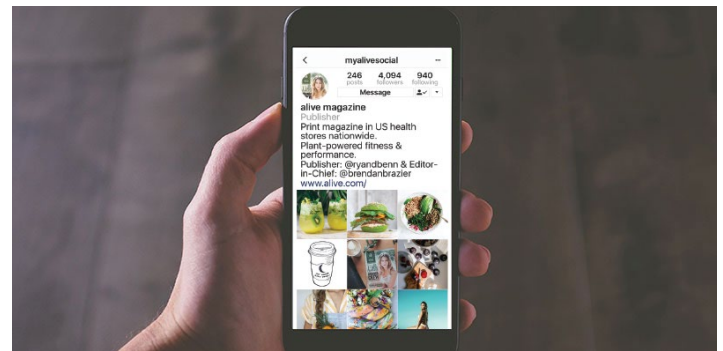
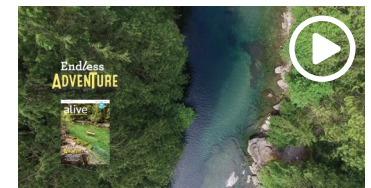
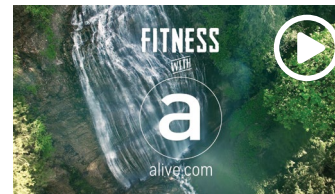
-  facebook.com/deliciouslivingmag
-  [@deliciousliving](https://twitter.com/@deliciousliving)
-  [@deliciouslivingmag](https://www.instagram.com/deliciouslivingmag)
-  [deliciousliving](https://www.pinterest.com/deliciousliving)

alive USA

-  facebook.com/myalivesocial
-  [@myalivesocial](https://twitter.com/@myalivesocial)
-  [@myalivesocial](https://www.instagram.com/myalivesocial)

alive Academy

-  facebook.com/AliveAcademy



alive Connect

Healthy learning on the go.

Specially 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 from anywhere, whether they are on a lunch break, commuting home, or relaxing on the weekend.

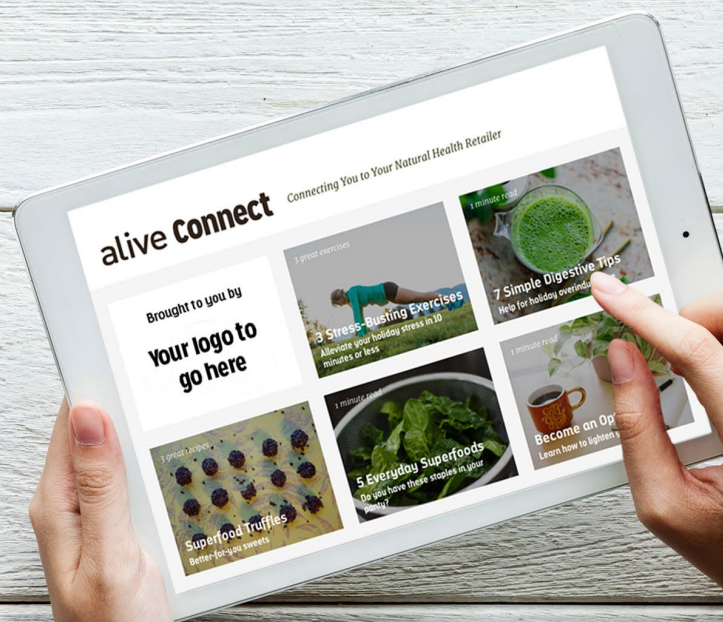
alive Connect allows you to help retailers connect even more with their customers.

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.

2019 PUBLICATIONS

December 20 (2018)
 January 28
 February 25
 March 25
 April 24
 May 27
 June 24
 July 25
 August 27
 September 24
 October 24
 November 26

Advertising.

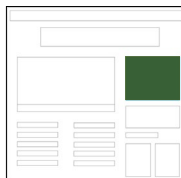
Body ad (static/video)

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 (300x250)

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

Contact.

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

Deadlines.

MONTH	AD RESERVATION	DATE MATERIAL DUE
January	December 6, 2018	December 13, 2018
February	January 14, 2019	January 21, 2019
March	February 11, 2019	February 18, 2019
April	March 11, 2019	March 18, 2019
May	April 10, 2019	April 17, 2019
June	May 13, 2019	May 20, 2019
July	June 10, 2019	June 17, 2019
August	July 11, 2019	July 18, 2019
September	August 13, 2019	August 20, 2019
October	September 10, 2019	September 17, 2019
November	October 10, 2019	October 17, 2019
December	November 12, 2019	November 19, 2019

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

ftp.alive.com
 username: alivemag
 password: aliveart



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 panel powered by Vision Critical. The panel is made up of everyday natural health advocates who volunteer their time to be part of this hugely influential body of people. Advocates are asked to participate in surveys roughly once a month and to provide their opinions on a wide variety of topics and initiatives.

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

Key Facts

1,300+

DEDICATED
PANELISTS

36%

AVERAGE SURVEY
OPEN RATE

33%

AVERAGE SURVEY
COMPLETION RATE

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

Rates.

\$2,500 for your own survey.

Contact.

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

alive Academy

Education for the healthy mind.

The *alive* Academy provides world-class education for the healthy mind. Our unique expertise and access to the latest research means our courses are always up to date.

Key Facts

4

ACCREDITED
DIPLOMA PROGRAMS

10

CERTIFICATE
COURSES

25 YEARS

OF EDUCATING READERS,
CONSUMERS, AND RETAILERS

6,000+

STUDENTS
WORLDWIDE

Unparalleled flexibility

Distance learning gives students the opportunity to fit their education around their busy schedules and complete the programs within their own time.

For businesses that would like to further educate their staff members, this makes learning easy and convenient, without the need to take time out of staff members' busy work schedules.

24/7 connectivity

Our Online Learning Centre allows students to remain connected with us. Our students are regularly contacted to ensure that they are on track, and they are provided with student assessments that report their progress throughout their learning. We also have an active student forum on Facebook, where students can easily connect with each other.

Affordable pricing

Our goal is to inspire as many people as possible to be as passionate as we are about natural health, nutrition, and wellness. With that in mind, we provide several payment options to suit our students' individual needs.

Contact.

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.

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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.

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

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