



**alive**  
PUBLISHING GROUP



2020 DIGITAL  
*Media Kit*

Your complete source for natural  
health and wellness

[apg.alive.com](http://apg.alive.com)

OUR  
*Products & Services*

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 lead their best healthy life.



***Our magazines are just the beginning.***

Through our digital channels, we inspire a powerful global community of health fans.

## PUBLICATIONS

***alive CANADA*** [ PAGE 6 ]  
educates and inspires Canadian natural health consumers.

***sage*** [ PAGE 7 ]  
reaches newcomers to natural health in Loblaw stores across Canada.

***alive USA*** [ PAGE 8 ]  
specializes in plant-based performance and next-level natural health.

***delicious living*** [ PAGE 9 ]  
makes natural health approachable and actionable for American consumers.

## DIGITAL PLATFORMS

***thrive*** [ PAGE 11 ]  
gives retailers info on major editorial and ad features in *alive* Canada.

***alive.com*** [ PAGE 12 ]  
showcases the best articles from our *alive* mags, plus exclusive online content.

***alive eNewsletter*** [ PAGE 13 ]  
is a biweekly email with top wellness tips and delicious recipes.

***alive Connect*** [ PAGE 14 ]  
delivers a monthly e-newsletter that educates natural health store customers and drives repeat store visits.

***deliciousliving.com*** [ PAGE 15 ]  
showcases the best articles from *delicious living*, plus exclusive online content.

***delicious living eNewsletters*** [ PAGE 16 ]  
deliver top wellness tips and delicious recipes to email subscribers.

***Social Media*** [ PAGE 17 ]  
engages and inspires a global community of health-loving followers.

## EDUCATION & EVENTS

***alive Listens*** [ PAGE 19 ]  
is our state-of-the-art consumer panel made up of *alive* advocates.

***alive and delicious living Awards*** [ PAGES 20-21 ]  
promote and recognize outstanding natural health products.

***alive Academy*** [ PAGE 22 ]  
offers certificate and diploma programs in natural health—making it easy for retailers and others to upgrade their knowledge.

***alive Executive Summit*** [ PAGE 23 ]  
brings together thought leaders to envision the future of natural health.

OUR DIGITAL REACH  
*At a glance*

We reach a thriving community of natural health fans across multiple brands, offering you

1. unprecedented reach throughout North America
2. powerful engagement with the audience you want



**POWERFUL ENGAGEMENT**

**90K+**

eNEWSLETTER  
SUBSCRIBERS

**186K+**

MONTHLY WEBSITE  
VISITORS\*

**359K+**

MONTHLY WEBSITE  
PAGE VIEWS\*

*\*as of January 2019*



**THRIVING COMMUNITY**

**32K+**

FOLLOWERS\*



**49K+**

FOLLOWERS\*



**181K+**

MONTHLY VIEWS\*



**29K+**

FOLLOWERS\*



*\*as of July 2019*

# PUBLICATIONS



# alive Canada

*Canada's natural health and wellness magazine*

Published for 45 years, *alive* magazine delivers the latest natural health information to educate 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*.



## *alive* Canada readers ...

- > 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

**178,000**  
copies

FREQUENCY

**12X / YEAR**

LOCATIONS

**800+** retail  
points across  
Canada



Email [advertise@alive.com](mailto:advertise@alive.com) for more information.



# sage

*Natural living for you and your family*

sage magazine introduces families across Canada to accessible wellness and inspires them to pursue a more natural way of living. sage 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

## sage readers ...

- 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

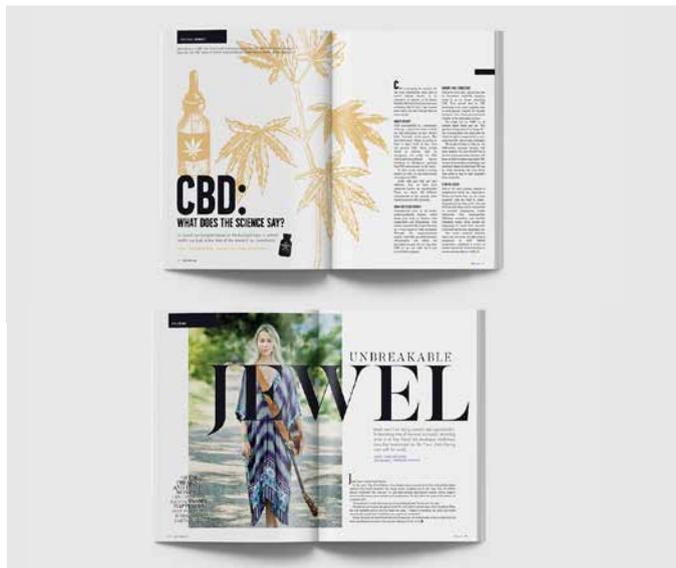
**815** Loblaw stores



Email [sage@alive.com](mailto:sage@alive.com)  
for more information.



alive USA



**alive USA readers ...**

- > are predominantly **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**

# alive USA

*America's most inspiring natural health magazine*

alive USA is a natural health magazine with a modern, plant-based twist. It motivates readers to eat healthier (drool-worthy dinners, anyone?). It inspires them to train smarter (because everyone needs a little fitness inspo now and then). And it teaches them how to live better (hello, supplement game plan).

Plus, it's packed with inspiring stories about influential people, from actor and activist Adrian Grenier to musician and mindfulness advocate Jewel (yes, *that* Jewel).

## Key Facts

CIRCULATION

**275,000**  
copies

FREQUENCY

**6X / YEAR**

LOCATIONS

**1,000+** natural  
health retailers  
across the US



Email [advertise@alive.com](mailto:advertise@alive.com) for more information.



# delicious living

*A trusted voice in America's natural health community*

For more than three decades, *delicious living* has helped consumers connect with local natural health retailers and the responsible companies that make healthy living achievable, sustainable, and fun. In 2018, *delicious living* joined Alive Publishing Group's suite of products.

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

## *delicious living* readers ...

**92%**  
females

**53%**  
mothers (to children under 18)

**76%**  
married

**92%**  
college educated



## Key Facts

CIRCULATION

**225,000**  
copies

FREQUENCY

**12X / YEAR**

LOCATIONS

**1,000+** natural health  
retailers across the US



Email [advertise@alive.com](mailto:advertise@alive.com) for more information.



**DIGITAL PLATFORMS**



### Company Profile

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

# thrive

*Be ahead of the game*

*thrive* is a digital peek into what's coming in the next issue of *alive* Canada—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.

### SPECIAL Key Product Features

Provide a preview of supplements and other products advertised in *alive*, along with highlights and selling points for each.

### 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.
- Comes with a product image, link of your choosing
- Additional links from your Feature cost \$100 each (maximum of 3 per product).



Email [advertise@alive.com](mailto:advertise@alive.com) for more information.

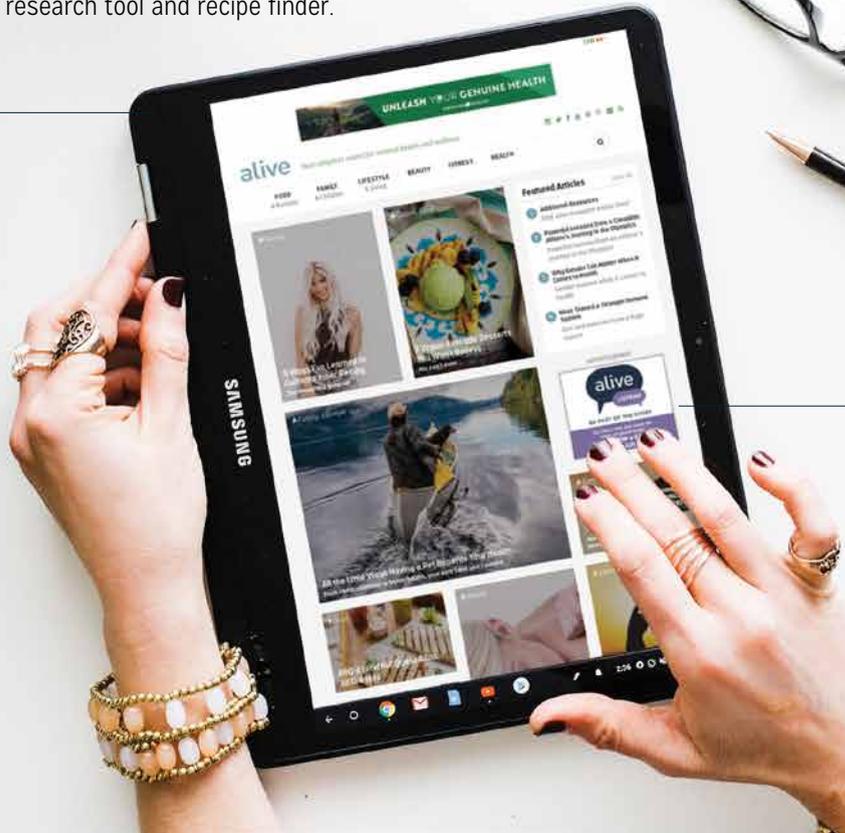
# alive.com

Join us online

This ever-changing platform showcases the best articles from *alive* magazine, exclusive digital articles on trending topics, and exciting product giveaways.

- **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.



### Key Facts

95,000/month

SESSIONS\*  
(VISITORS)

147,000/month

PAGE VIEWS\*  
(AD IMPRESSIONS)

\*As of January 2019

- **Consumers trust *alive.com* as a research tool.**

The *alive.com* archives contain thousands (like literally 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 countless healthy recipes. This is also a terrific tool for readers looking to provide their families with vegetarian, vegan, or gluten-free fare.

Email [advertise@alive.com](mailto:advertise@alive.com) for more information.



# 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 \$19.94 per dollar spent.

## Building top-of-mind awareness

Featuring health trends, easy recipes, and quick tips, the *alive* eNewsletter is actionable and ideal for contest promotions, new product launches, and brand announcements.

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 Supplements eNewsletters

**25%\***

average open rate for the *alive* eNewsletter

\*based on 2018 open rates

## Key Facts

FREQUENCY

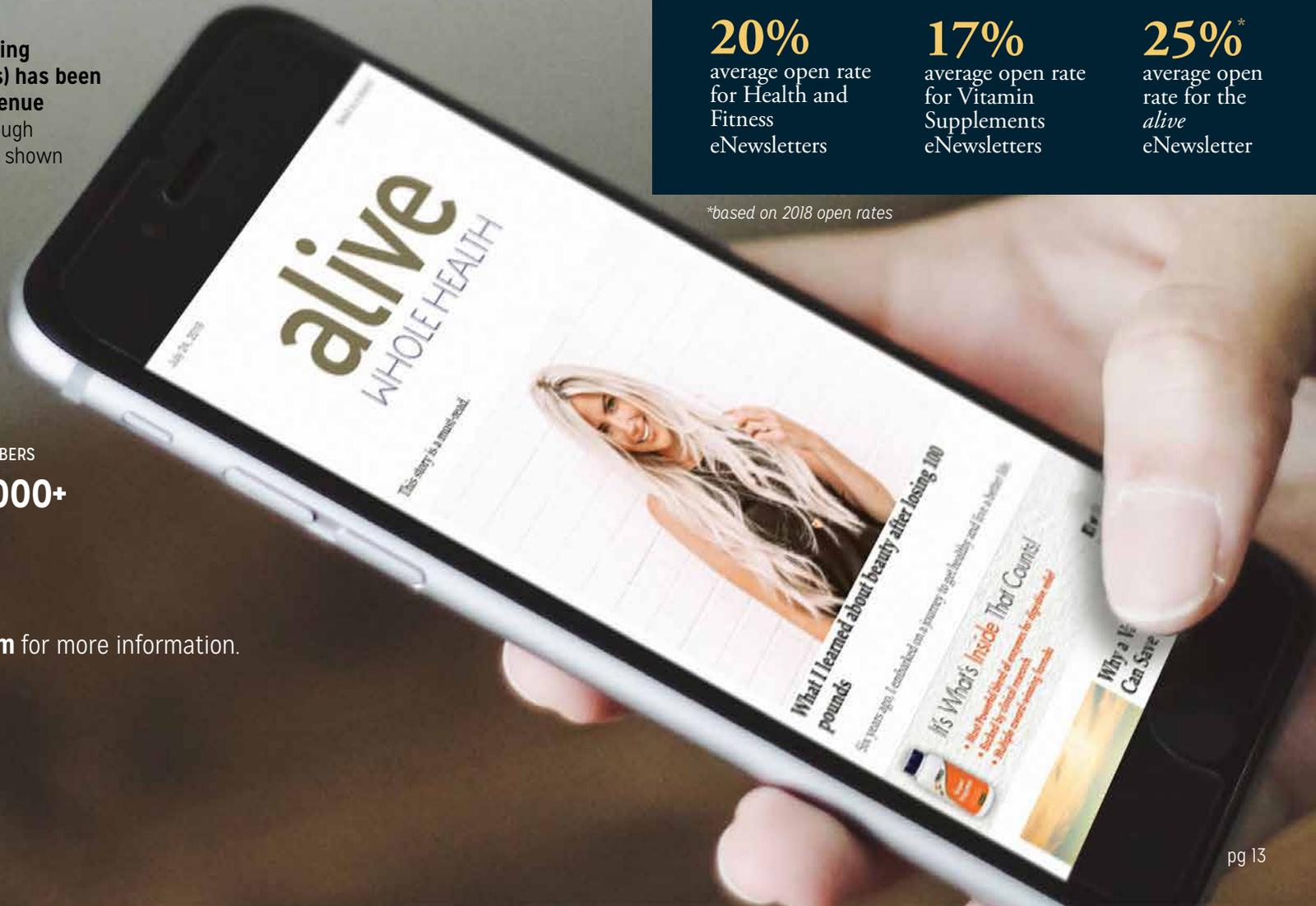
**BI-WEEKLY**

SUBSCRIBERS

**23,000+**



Email [advertise@alive.com](mailto:advertise@alive.com) for more information.



# alive Connect

*Healthy learning on the go*

Specially created for natural health retailers, alive Connect is a personalized 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 digital natural health publication from anywhere, whether they are on a lunch break, commuting home, or relaxing on the weekend.

alive Connect allows you to reach the most dialed-in natural health shoppers.

## alive Connect features:

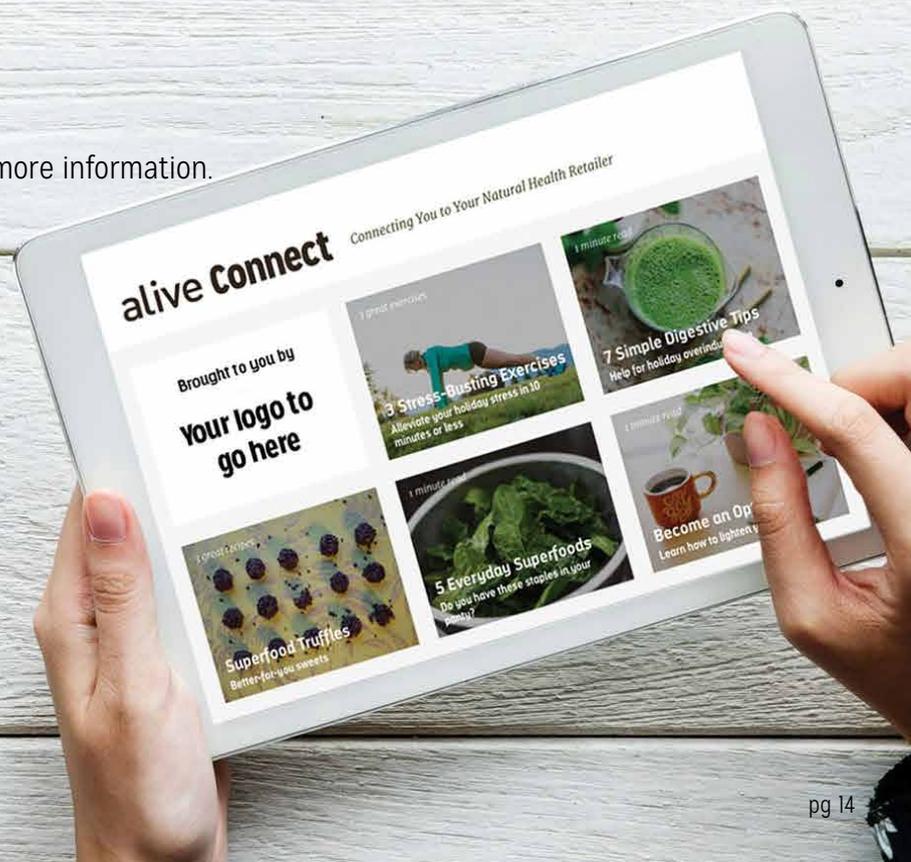
- > customized content for customer wellness
- > monthly distribution to national retail clients
- > your ad with click-through to your website
- > exclusive access to readers—just 5 ads per issue!

### 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



Email [advertise@alive.com](mailto:advertise@alive.com) for more information.



# 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 eNewsletters. Users come back again and again for easy-to-make recipes, special-diet tips, and the latest health and supplement info.

## Key Facts

**120,000/** MONTH  
SESSIONS\* (VISITORS)

**193,000/** MONTH  
PAGE VIEWS\* (AD IMPRESSIONS)

*\*as of January 2019*



Email [advertise@alive.com](mailto:advertise@alive.com)  
for more information.



# 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 other Thursday, we deliver a delicious new recipe.

### Key Facts

**70,000+**

NATURAL NEWS SUBSCRIBERS

**70,000+**

RECIPE OF THE WEEK SUBSCRIBERS



Email [advertise@alive.com](mailto: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

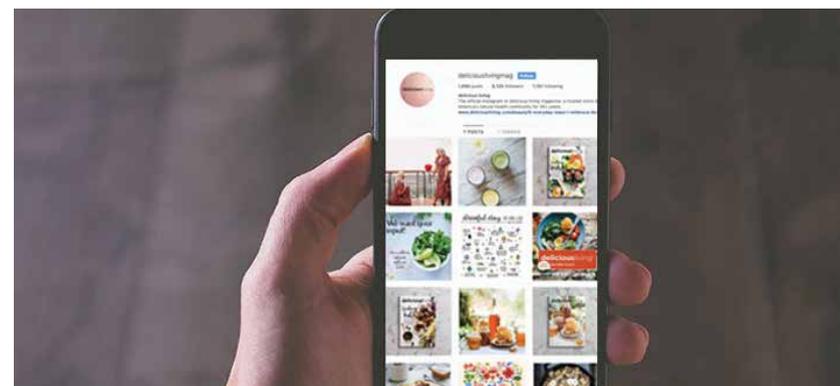
-  @alive.health.wellness
-  @aliveHealth
-  @alivehealth | #alivemagazine
-  @alivemag

### delicious living

-  @deliciouslivingmag
-  @deliciousliving
-  @deliciouslivingmag
-  deliciousliving

### alive Academy

-  @AliveAcademy





**EDUCATION & EVENTS**



alive  
listens

### 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 community powered by Rival. The panel is made up of everyday natural health advocates who volunteer their time to be part of this hugely influential body of people. With our new chat-based model, engagement is easier than ever!

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

### Key Facts

**700%**

INCREASE IN AVERAGE  
LENGTH OF OPEN-END CHAT  
RESPONSES COMPARED TO  
TRADITIONAL SURVEYS

**50-70%**

TYPICAL CHAT  
RESPONSE RATES

**93%**

OF CONSUMERS THINK CHATS ARE  
"MUCH MORE" OR "SOMEWHAT MORE"  
FUN THAN TRADITIONAL SURVEYS

### 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 and 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



Email [advertise@alive.com](mailto:advertise@alive.com) for more information.



# alive Awards

*Celebrating natural health excellence*

Voted on by both retailers and consumers, 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.

Award winners are showcased in the December issue of *alive* Magazine.



For more information about the 2020 *alive* Awards, please contact [awards@alive.com](mailto:awards@alive.com).

# delicious living Awards

*Recognizing the best natural brands*

The *delicious living* Awards comprise three prestigious events that showcase the best natural brands: the Beauty & Body Awards, Supplement Awards, and Best Bite Awards.

For nearly a decade, a team of qualified experts has thoroughly tasted, tested, explored, and used outstanding natural health products to determine the winners of the *delicious living* Awards. Award winners are announced in select issues of *delicious living* magazine.



For more information on the Beauty & Body Awards, contact: [beautyawards@alive.com](mailto:beautyawards@alive.com)  
For more information on the Supplement Awards, contact: [supplementawards@alive.com](mailto:supplementawards@alive.com)  
For more information on the Best Bite Awards, contact: [bestbiteawards@alive.com](mailto:bestbiteawards@alive.com)



**deliciousliving**<sup>®</sup>  
2019 Beauty & Body Award



**deliciousliving**<sup>®</sup>  
Supplement Awards



**deliciousliving**<sup>®</sup>  
2019 Best Bite Award

# 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 health and nutrition 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 and support 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.



Email [studentservices@aliveacademy.com](mailto:studentservices@aliveacademy.com) for more information.

# 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.



Email [summit@alive.com](mailto:summit@alive.com) for more information.



**alive**

**PUBLISHING GROUP**



**call: 1.800.663.6580**  
**email: [advertise@alive.com](mailto:advertise@alive.com)**  
**visit: [alive.com/advertise](http://alive.com/advertise)**

**HQ: Richmond, BC**

*alive Canada*

*alive USA*

*sage*

*delicious living*

*thrive*

*alive.com*

*eNewsletters*

*deliciousliving.com*

*alive Connect*

*alive Listens*

*alive Academy*

*alive Awards*

*delicious living Awards*

*alive Executive Summit*

**[apg.alive.com](http://apg.alive.com)**