



2022 MEDIA KIT



alive.com

RETHINKING DIGITAL FOR
NATURAL HEALTH BRANDS



*as of July 2021

alive.com

Join us online

Grow with us

Committed to tech leadership, *alive* partnered with digital media group Assembly in December 2020. This is expected to expand *alive's* monthly visitor numbers to more than seven figures per month.

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*

73,000

MONTHLY SESSIONS
(VISITORS)

2.66

PAGES/
SESSION

68.75%

BOUNCE RATE

1:23

AVERAGE SESSION
DURATION

193,000

MONTHLY PAGE
VIEWS (AD
IMPRESSIONS)

63%

US TRAFFIC

19%

CANADIAN
TRAFFIC



alive Connect

CONNECTING NATURAL
HEALTH RETAILERS
AND CUSTOMERS

Connecting you to your natural health retailer

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

Leading retailers across North America provide this content directly to their customers and encourage engagement with each issue. Customers can access this natural health publication whenever and wherever they choose, whether they are scrolling on a mobile device or sitting at their work desktop.



Healthy learning on the go

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

Share the content directly with your customers and encourage engagement with each issue. Customers can access this digital natural health publication from anywhere, whether they're on a lunch break, commuting home, or relaxing on the weekend.

Fully optimized for mobile devices, alive Connect includes bite-sized articles and actionable tips designed to inspire and engage natural health consumers to visit their natural health food store.

alive CONNECT FEATURES ...

- customized content for customer wellness
- monthly distribution to national retail clients
- your clickable store logo

alive Connect Rates and Dates

Advertising

Body ad (static/video)

DESKTOP AND MOBILE VIEW: 300 x 250 pixels

- either as a PNG or JPG file; no PDFs
- ads must be approved by *alive* prior to publication for content and design

1x: \$7,500 each

3x: \$6,000 each

12x: \$4,150 each

Ask your account executive for details or email advertise@alive.com for more information.

Rectangle (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 accepted via email at art@alive.com
(less than 10MB), **Dropbox**, **Google Drive**, **wetransfer**
or on **APG's FTP** site.

Dropbox

send to: art@alive.com

ftp.alive.com

username: alivemag

password: aliveartv

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



alive@work

LEARN. PREPARE. ENGAGE.

alive@work

alive@work is the showcase product of *alive* Corporate Wellness and presents digital wellness content specifically crafted for our corporate wellness business partners. More than 400 corporations in North America deliver each monthly issue of alive@work directly to more than 700,000 employees.



alive@work

Fully optimized for mobile devices, alive@work includes bite-sized articles and actionable tips designed to inspire employees from every sector in making sustainable, healthy lifestyle choices.

Companies that subscribe to this publication customize it with their own logo and wellness initiatives, which appear alongside must-read articles and recipes. Employees have access to this eco-friendly and easy-to-use digital publication from anywhere, whether they are on a lunch break, commuting home, or relaxing on the weekend.

KEY FACTS

EMPLOYEES ARE

8x

MORE LIKELY TO
BE ENGAGED WHEN
WELLNESS IS A
PRIORITY IN THE
WORKPLACE.

57%

OF EMPLOYEES
ARE ENGAGED IN
COMPANY WELLNESS
PROGRAMS
AND AGREE
THE PROGRAM
IMPROVES
PRODUCTIVITY
AND REDUCES
ABSENTEEISM.

SICK LEAVE
CAN BE CUT BY

27%

WITH A
WORKPLACE
WELLNESS
PROGRAM.

alive@work Rates and Dates

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or on **APG's FTP** site.

Dropbox

send to: **art@alive.com**

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username: **alivemag**

password: **aliveartv**

MONTH	AD RESERVATION	MATERIAL DUE
January	October 22, 2021	November 1, 2021
February	November 18, 2021	November 30, 2021
March	December 17, 2021	December 29, 2021
April	January 17, 2022	January 31, 2022
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alive Custom Experiences

YOU HAVE A MESSAGE.
WE ARE YOUR MESSENGER.

alive Custom Experiences

alive will tell your story and help you sell product.
We'll create a custom-made experience that will
educate consumers and spread brand awareness
through tailored editorial content and custom design.



alive Custom Experiences

What we offer

Custom-created publications, books, and brochures

alive is an expert at creating a custom-made experience for consumers. We make it our mission to spread the message of natural health's benefits for improving the health and lives of consumers everywhere. We believe in what you're selling. And no other publisher knows how to drive sales in natural health better than *alive*. Your customized publication, book, or brochure will share your message and drive sales.

Newsletters and personalized sample boxes

alive creates custom newsletters and sample boxes that thoughtfully provide exposure to your products. They are optimal, authentic marketing tools that reach qualified buyers and spread your brand message.

WHY CUSTOM?

alive's Custom Experiences are designed to generate product demand through education. We will build your product to influence and guide purchasing decisions and drive buyers to where your products are available.



alive Listens

BE PART OF THE STORY

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.



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

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 topline, get custom analysis as needed.

KEY FACTS

2,800+

alive LISTENS
SUBSCRIBERS

2,067+

CANADIAN

612

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

alive Syndicated Research

Personal health and wellness has
never been so important.

alive Syndicated research will show you
where customer sentiment is trending and
will provide you with deeper, more personal
insights into where your shoppers view
themselves mentally and emotionally.

Our goal is to equip you with knowledge so
that when you engage with shoppers, your
tone and message resonate.





alive Syndicated Research

Introducing the evolution of wellness

A monthly playbook for really getting to know your shoppers.

Why you need it

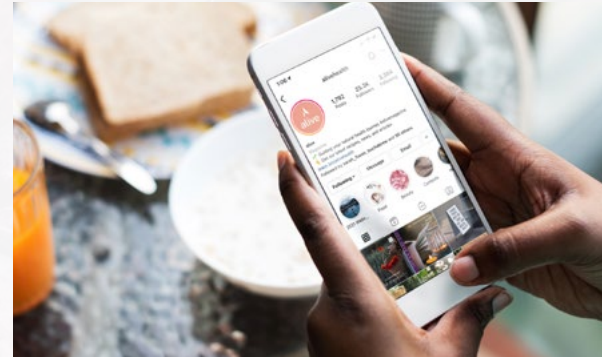
Get unprecedented access directly into the minds of qualified buyers. We help you understand who your customers are, what motivates them, their decision-making process, and what their expectations are from natural health brands.

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.



Social Media

REACHING 85,000+ HIGHLY
ENGAGED CONSUMERS

Social Media

alive is THE expert in telling stories about natural health that inspire and engage. Our social media channels provide the opportunity to deliver your message immediately to the right consumers: passionate natural health enthusiasts.



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

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

OUR REACH*

 **25K+**
FOLLOWERS

 **23K+**
FOLLOWERS

 **262K+**
MONTHLY VIEWS

 **13.4K+**
FOLLOWERS

OUR IMPACT*

168,125
OVERALL
IMPRESSIONS

99,200
OVERALL REACH

7,816
OVERALL
ENGAGEMENT

68.75%
BOUNCE RATE

TOP PLACE

Toronto, Ontario

TOP GENDER AND AGE

Female, 35-44

*as of July 2021

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*

Please contact us for your custom advertising package:

advertise@alive.com or 604.295.9126