



2022 MEDIA KIT



alive Canada

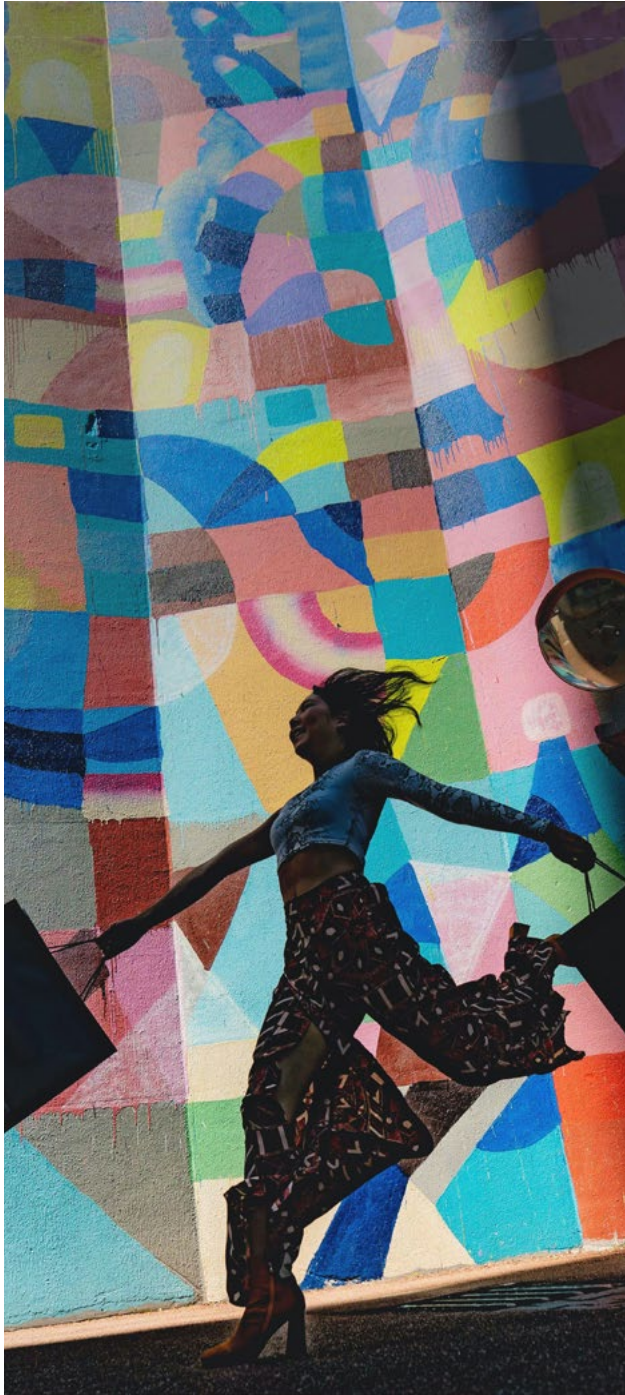
CANADA'S NATURAL HEALTH
AND WELLNESS MAGAZINE

DISTRIBUTION

Partnering with *alive*

We're proud of our unique distribution model. *alive* magazine is purchased, personalized (cover imprint), and distributed monthly by natural health retailers across Canada, who then use it as an invaluable tool in educating their customers and boosting the success of their business.

Retailers have a strong sense of ownership and investment in *alive* magazine. Our carefully crafted content inspires store owners and retail staff to make informed choices about their inventory and their sales strategies.



Q | Are your customers having an incredible shopping experience?

Are you providing education, inspiration, and motivation that helps your customers make the right health choices?

Are you helping them create a game plan for shopping in your store?

Are you giving them a reason to come back?



A partnership with *alive* is your answer!

Educate. Inspire. Engage.

With health at the forefront of everyone's minds, shoppers are craving information on all natural health topics.

THEY ARE LOOKING TO YOU FOR CLARITY ON TOPICS LIKE

- Natural vs organic
- Non-GMO
- Supplements
- Beauty products
- Eco-friendly and zero-waste products

Now, more than ever, shoppers are expecting a premium level of service as they carefully choose where to spend their money. Many understand the importance of shopping local. *alive* will convince them to continue shopping at your store.

The BEST marketing tool your business will invest in.



We are here to support YOU

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.

We're here to support your business. *alive* has been supporting natural health retailers for over four decades, consistently reminding our readers of the importance of shopping at your store.

This message is delivered through all our channels—including print, digital, and social media.

78%

OF READERS
MAKE PURCHASING
DECISIONS BASED
ON WHAT THEY
READ IN *alive*.



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

Our readers are your customers

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

84%

HAVE A POSITIVE
ATTITUDE TOWARD
COMPANIES
ADVERTISING
IN *alive*

64%

WILL PAY MORE
FOR GOOD FOOD
FOR THEMSELVES
AND THEIR
FAMILIES

78%

MAKE PURCHASES
BASED ON WHAT
THEY READ
IN *alive*

84%

USE NATURAL
HEALTH PRODUCTS

89%

CURRENTLY HAVE
A MEDICAL
CONDITION

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** minutes, on average, in each issue
- > refer to the average *alive* issue **3 times**, enhancing exposure to advertising messages
- > **58%** buy organic groceries

Let us show you what we can do.





Editorial content

Editorial integrity is paramount. With each carefully developed article, we aspire to teach readers—your customers—something new and noteworthy about their health and wellness.

alive works with knowledgeable leaders and writers across North America (including naturopathic doctors, holistic nutritionists, dietitians, and leading experts) to provide cutting-edge information and trustworthy content.

Content is sourced with your customers in mind: with issues and topics that matter to North Americans in all facets of natural health and wellness.

Product placement with convenient shopping lists outline the health benefits of each supplement/product featured in the magazine.

LETTER FROM THE EDITOR

A part of every issue of *alive*, the letter from the editor is personally written by Editor-in-Chief and Group Content Director, Tracy Peternell. Her letter introduces the monthly health focus and describes key natural health content and why it matters. It is a valuable tool that helps build rapport with readers and humanizes our mission to engage, inspire, and educate through valuable partnerships with advertisers and research-backed information provided by our experts.



2022 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

*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

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

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

APRIL: Cancer • Immune Health

Featuring: Immune boosting • 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

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

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

2022 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, 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/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 & 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



alive promotes your store

Maximize *alive*'s benefits by adding your store details to the cover. A custom imprint turns the cover into your calling card. It cements your connection between *alive* and your store. Readers return to your location again and again to make their purchases and pick up the magazine.

Use the powerful cover imprint to drive readers to not only your physical location, but also to your website to generate additional sales.

Unlike other promotional materials that get a quick glance before being recycled, *alive* magazine is a marketing tool your customers seek out. They are coveted, kept, and shared with friends, family, and the community. Your store details then live wherever *alive* does.

75%

OF READERS AGREE THAT
COVER IMPRINTS
INCREASE THEIR BRAND
AWARENESS OF
YOUR BUSINESS

EACH COPY OF
alive IS READ BY AN
AVERAGE OF

3.4

PEOPLE



alive increases your revenue

Research shows *alive* readers have a high level of engagement in *alive*'s content, which has a strong impact on the brands they purchase.

In *alive*'s national market survey of natural health retailers, Navigating Natural Health, fielded by independent research firm SQI

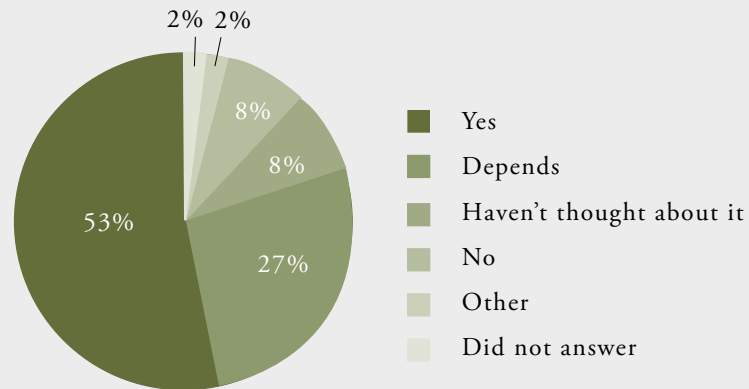
91%

SAY THEIR CUSTOMERS WANT
TO BUY PRODUCTS THAT ARE
FEATURED IN *alive*

82%

AGREE THAT *alive* MAGAZINE
HELPS INCREASE THEIR SALES BY
PROVIDING MORE EDUCATION TO
THEIR CLIENTS

In a separate survey of *alive* readers, we asked: Do you purchase any natural health products based on your readings in *alive* magazine?



Meet some of our partners





alive and your customers

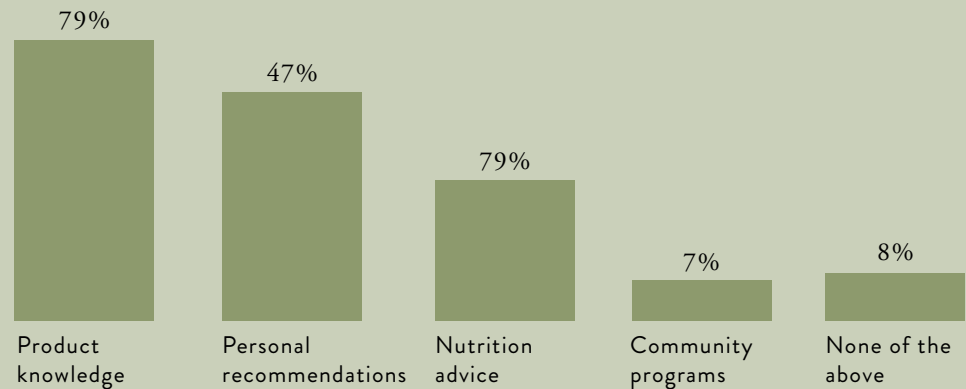
alive helps your customers understand the benefits of supplementation as well as which products to take and why, then drives them to your store to make their purchase. We help get people in your door.

Your employees then guide these customers to make the ideal purchasing decision for their requirements (health concerns, brand preferences, price point, etc.).

Some consumer feedback about why they shop at a natural health store:

- Atmosphere, product selection/choice, quality, likeminded staff and customers
- Can get products I need and can't get anywhere else
- Great advice, trust, good things for my body
- Community feel

Do you look to natural health store employees for advice on any of the following?





Tips for success with *alive*

- Give every customer a copy of *alive* magazine at checkout.
- Have your staff pick a favourite product for each supplement category and reference the articles in their conversations with customers.
- Pick a recipe from each issue to feature and encourage customers to try it. (Bonus points if you make the ingredients easily accessible).
- Use *alive* in your community marketing programs.
- When you hand it out, you instantly create greater target market reach for your store through your cover imprint.

IN A MAY 2020 STUDY

93%

RESPONDENTS SAID THEY WOULD LIKE
TO HAVE AN *alive* MAGAZINE INCLUDED
WITH THE SUPPLEMENTS ORDER FROM
THEIR LOCAL STORE.



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

These provide a preview of supplements and other products advertised in the coming month's issue of *alive* magazine. The 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.



CNHR

CANADA'S BUSINESS
MAGAZINE FOR NATURAL
HEALTH RETAILERS



CNHR supports you

Canadian Natural Health Retailer (CNHR) is Canada's premier business magazine for health food stores. *CNHR* joined *alive's* suite of products in September 2020, further strengthening *alive's* commitment to growing and supporting natural health in North America and around the world.

CNHR's content is made for you

Founded in 1997, *CNHR* is the only magazine in Canada that focuses solely on health food stores. Its mandate is to help improve your business (and bottom line) through better hiring and training practices, improved advertising, effective marketing, and other business aspects. Any content that helps you enhance your business is potential editorial for *CNHR*.

Each month, *CNHR* is sent directly to 3,600 store owners, managers, buyers, and staff of virtually every health food store in Canada. However, its readership goes deeper than that number. A recent survey of readers indicates that each copy of *CNHR* is read by 4.7 people.

You read and care about *CNHR*. We support you with a steady supply of the practical intel you need to take your business to the next level.



alive Connect

CONNECTING NATURAL
HEALTH RETAILERS
AND CUSTOMERS



Healthy learning on the go

Specifically created for natural health retailers, alive Connect is a monthly 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 our 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



WE'RE LOOKING
FORWARD TO
DOING GREAT THINGS
WITH YOU

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[thrive](#)

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[CNHR](#)

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With the participation of the Government of Canada.

