



2022 MEDIA KIT



alive Canada

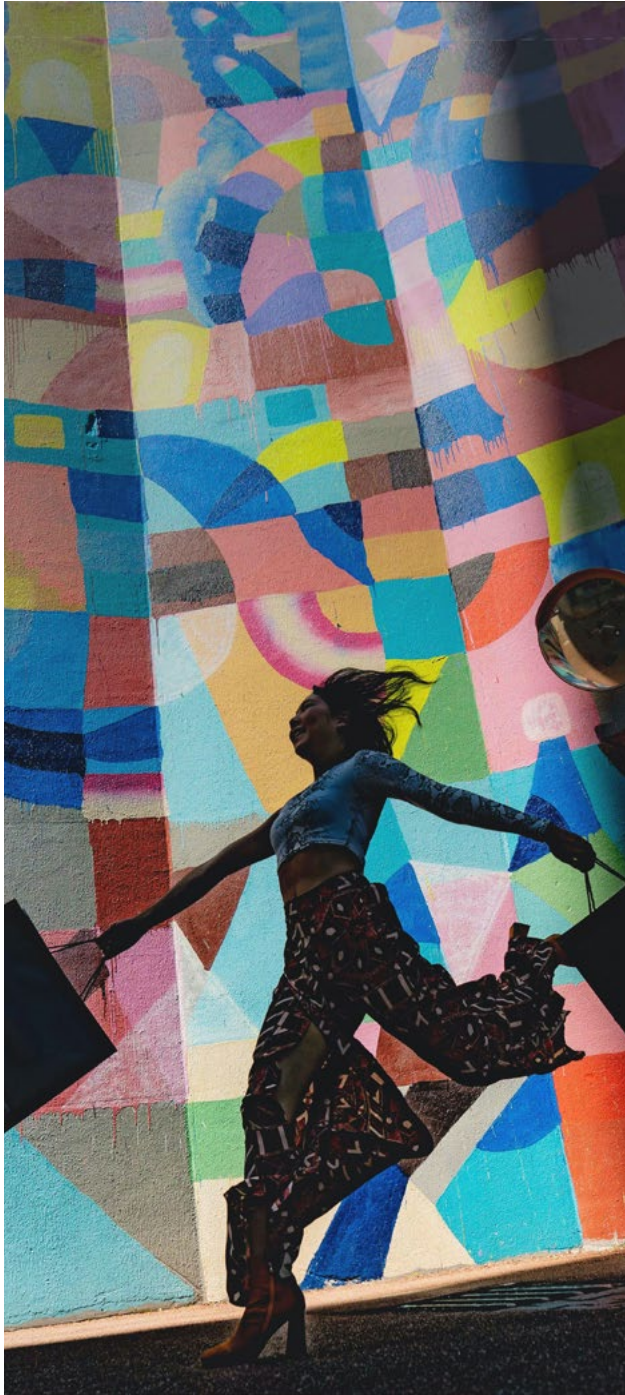
CANADA'S NATURAL HEALTH
AND WELLNESS MAGAZINE

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

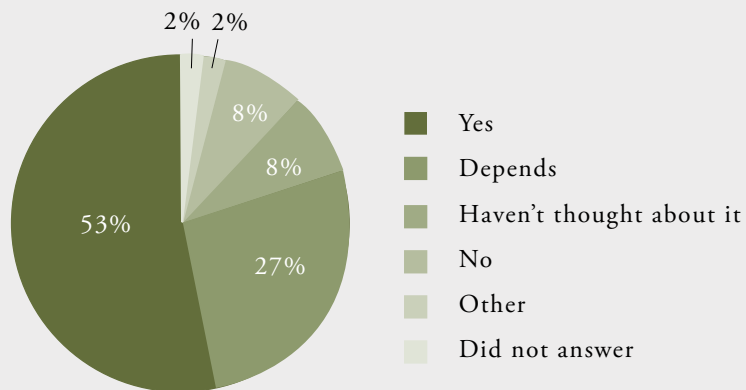
91%

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

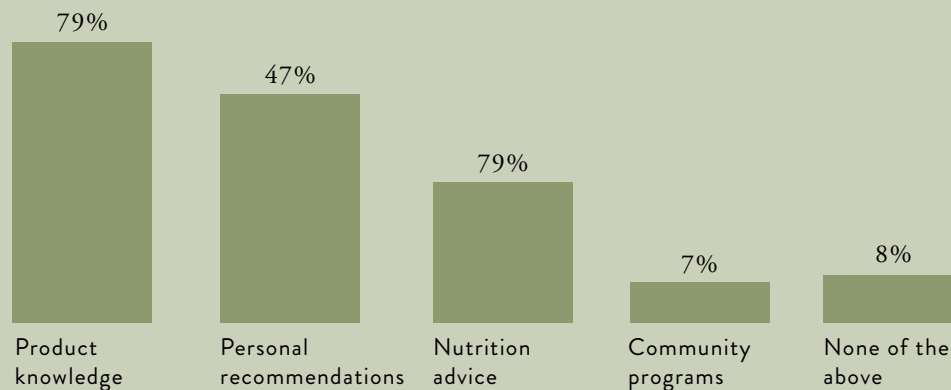
alive helps your customers understand the benefits of supplementation as well as which products to take and why, then drives them to your store to make their purchase. We help get people in your door.

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

[alive magazine](#)

[thrive](#)

[alive USA](#)

[CNHR](#)

[delicious living](#)

[delicious living Awards](#)

[sage](#)

[alive.com](#)

[alive Academy](#)

[alive Connect](#)

[alive@work](#)

[alive Awards](#)

[alive Listens](#)

[alive eNewsletter](#)

[alive Executive Summit](#)

[apg.alive.com](#)



With the participation of the Government of Canada.





alive Canada

CANADA'S NATURAL HEALTH
AND WELLNESS MAGAZINE

ADVERTISING

alive 2022 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 45 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 last year has 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've constantly been 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

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KEY FACTS

CIRCULATION

165,000

COPIES

LOCATIONS

800+

RETAIL POINTS
ACROSS CANADA

FREQUENCY

Monthly

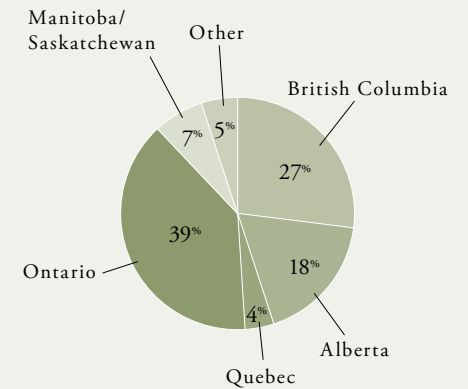
READERSHIP

3.4

READERS
PER COPY

GEOGRAPHIC BREAKDOWN

alive IS DISTRIBUTED
NATIONALLY.





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

Influential

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AMONG OUR CANADIAN SHOPPERS

78%

MAKE PURCHASES
BASED ON WHAT
THEY READ
IN *alive*

84%

USE
NATURAL
HEALTH
PRODUCTS

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HAVE A
POSITIVE
ATTITUDE
TOWARD
COMPANIES
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IN *alive*

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CURRENTLY
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alive READERS ...

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- > 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
- > **64%** will pay for good food for themselves and their families

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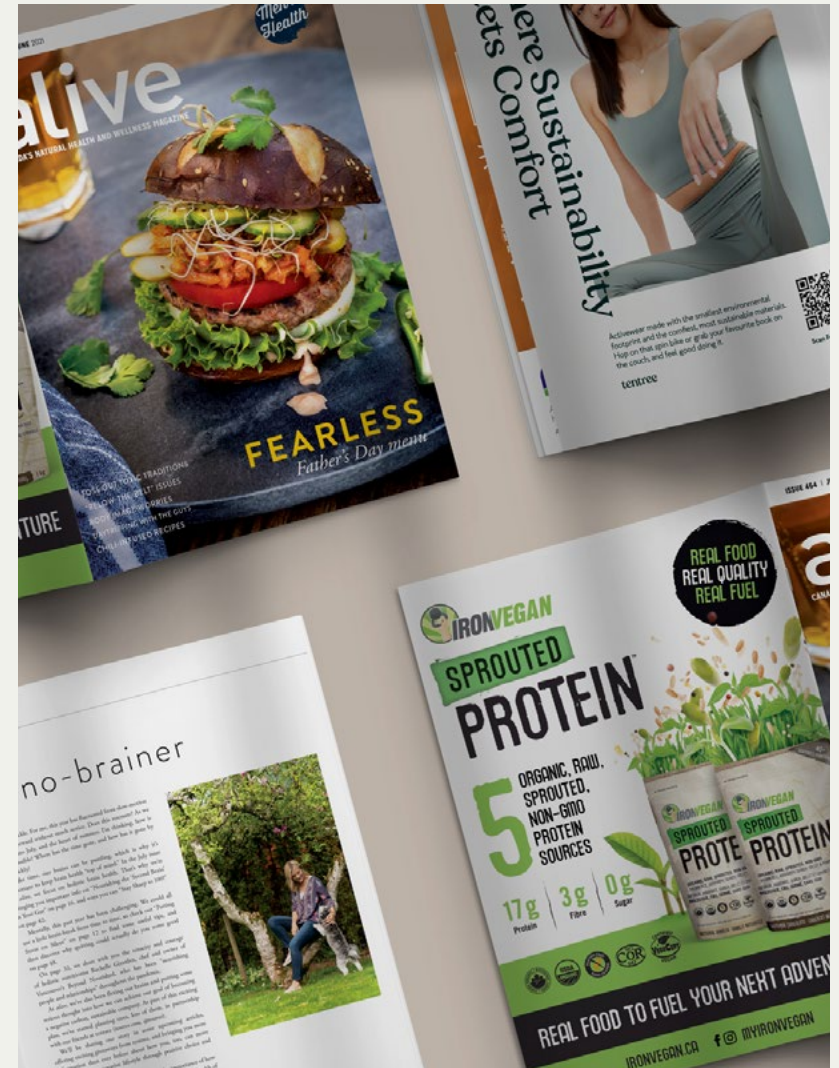
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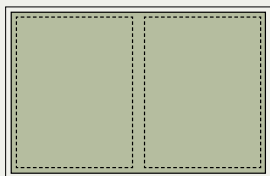
ON DISPLAY: De-stressing

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
INSIDE 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
MARKETPLACE POSITION				
Inside front/back cover	\$890	\$840	\$790	\$730
Outside back cover	\$1,790	\$1,680	\$1,580	\$1,420
INSTORE: limited spaces available. Includes image and 40 words of text \$2,730				



Ad sizes



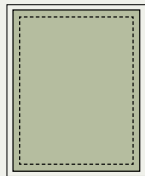
Double page spread

16.25 x 10.75 trimmed

16.75 x 11.25 bleed

15.75 x 10.25 live area

(allow 0.5 inch from the spine on each page)

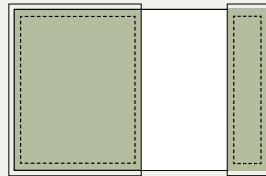


Full page

8.125 x 10.75 trimmed

8.625 x 11.25 bleed

7.125 x 10.25 live area

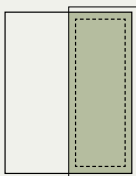


1 + 1/3 page spread

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

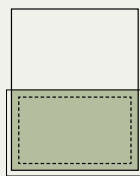


1/2 page vertical*

3.979 x 10.75 trimmed

4.479 x 11.25 bleed

3.479 x 10.25 live area

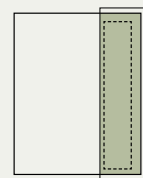


1/2 page horizontal

8.125 x 5.313 trimmed

8.625 x 5.563 bleed

7.125 x 5.063 live area

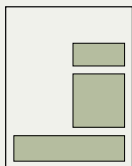


1/3 page vertical*

2.75 x 10.75 trimmed

3.25 x 11.25 bleed

2.25 x 10.25 live area



Marketplace

Single

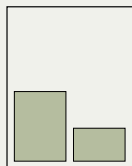
3.438 x 1.813

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.

MATERIAL SPECIFICATIONS

- preferred file format: press-ready PDFs, 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

(files under 10MB), Dropbox, Google Drive, wetransfer, or APG's FTP site.

Dropbox

send to: art@alive.com

<ftp.alive.com>

username: [alivemag](#)

password: [aliveart](#)

Deadlines

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

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 cannot be accepted. Likewise, website advertisements offering supplements, vitamins, or other products not available in health food stores cannot be accepted. Advertisements for therapeutic treatments are limited to licensed, scientifically proven methods (e.g., registered massage therapist, chiropractor, naturopathic physician, etc.).

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

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.

Rates

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

Key Product Features

- Included with every full-page ad purchased in *alive*, and \$150 per Feature for all others
- Each Feature comes with a link of your choosing and your business phone number

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



*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



Healthy learning on the go

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)

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 (300x250)

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**, 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
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October	July 19, 2022	August 2, 2022
November	August 17, 2022	August 31, 2022
December	September 19, 2022	October 3, 2022



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, the *alive* eNewsletter content is actionable and ideal for contest promotions, new product launches, and brand announcements.

KEY FACTS

DISTRIBUTION

Bi-weekly

SUBSCRIBERS

23,000+

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



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

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

ftp.alive.com

username: alivemag

password: aliveart

Dropbox

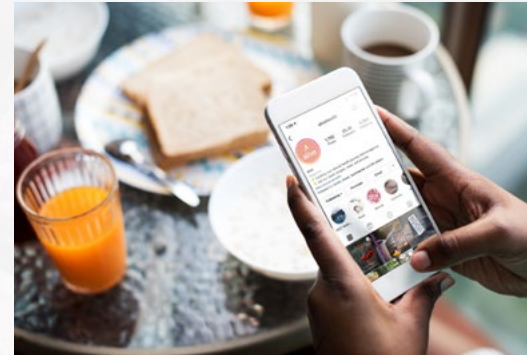
send to: art@alive.com

Please place eNewsletter ads in the Newsletter folder on APG's FTP site.



Deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January	December 15, 2021	December 22, 2021
February	January 18, 2022	January 25, 2022
March	February 15, 2022	February 22, 2022
April	March 18, 2022	March 25, 2022
May	April 18, 2022	April 25, 2022
June	May 18, 2022	May 25, 2022
July	June 17, 2022	June 24, 2022
August	July 18, 2022	July 25, 2022
September	August 18, 2022	August 25, 2022
October	September 16, 2022	September 23, 2022
November	October 18, 2022	October 25, 2022
December	November 17, 2022	November 24, 2022



Social Media

REACHING 85,000+ 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

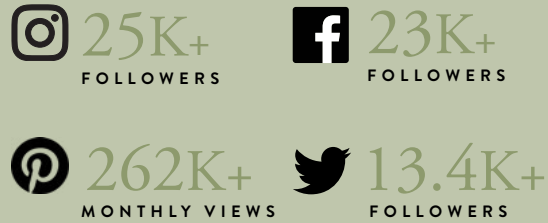
Why collaborate?

- Low-cost advertising and marketing exposure with a global reach
- Digital content to share within your network
- Targeted audience

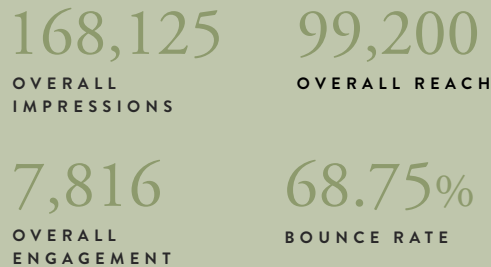
OUR CHANNELS ENGAGE FOLLOWERS WITH

- 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*



OUR IMPACT*



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*

Contact us for your custom social media package:

advertise@alive.com or 604.295.9126



alive Listens

BE PART OF THE STORY



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

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.

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

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.



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 2022 *alive* Awards, please contact awards@alive.com.



alive Executive Summit 2022

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 will appeal to retailers, wholesalers, distributors, manufacturers, and other businesses that operate in the North American natural health industry.



WE'RE LOOKING
FORWARD TO
DOING GREAT THINGS
WITH YOU

[alive magazine](#)

[thrive](#)

[alive USA](#)

[CNHR](#)

[delicious living](#)

[delicious living Awards](#)

[sage](#)

[alive.com](#)

[alive Academy](#)

[alive Connect](#)

[alive@work](#)

[alive Awards](#)

[alive Listens](#)

[alive eNewsletter](#)

[alive Executive Summit](#)

[apg.alive.com](#)



With the participation of the Government of Canada.





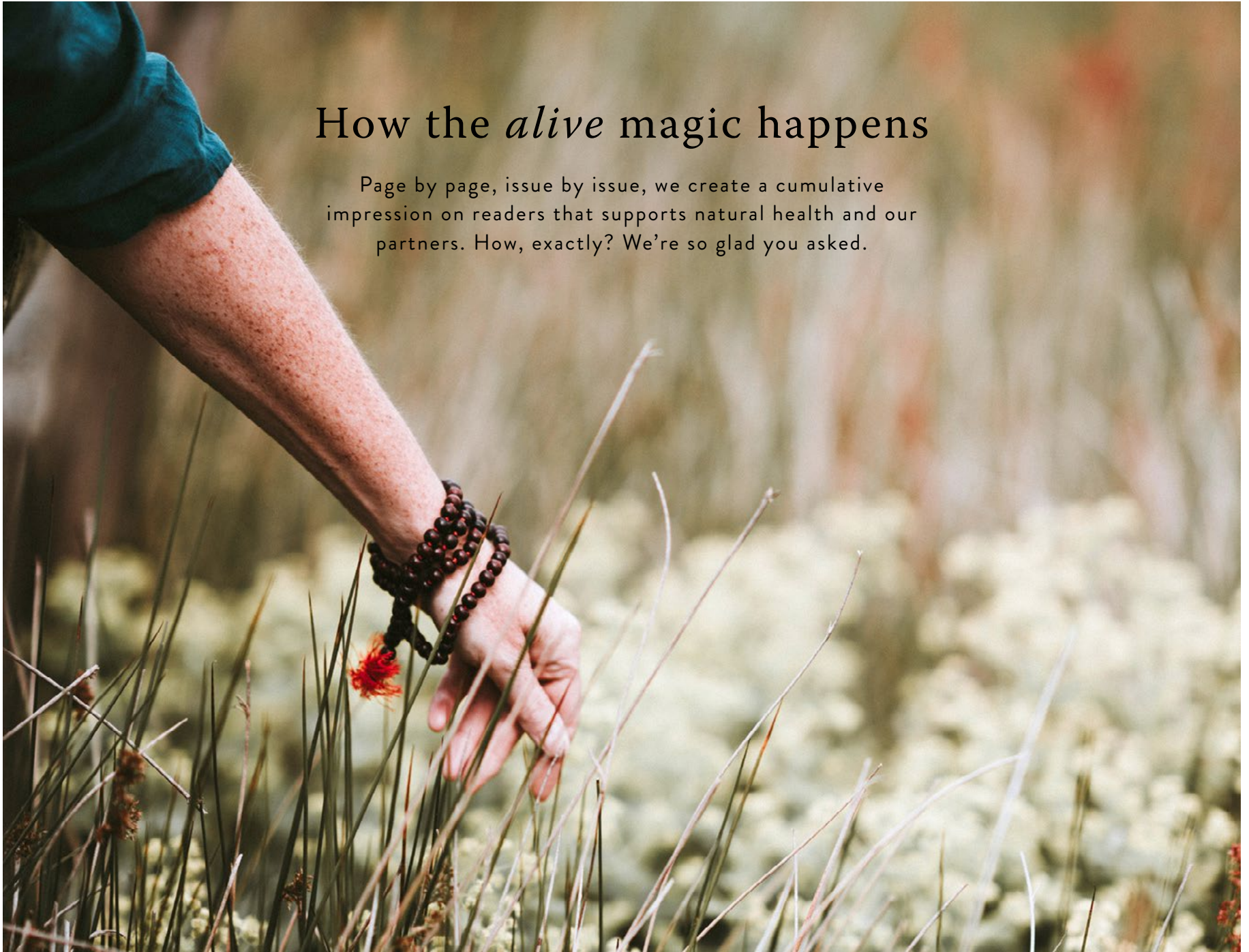
alive USA

AMERICA'S MOST INSPIRING
NATURAL HEALTH MAGAZINE

2022 MEDIA KIT

How the *alive* magic happens

Page by page, issue by issue, we create a cumulative impression on readers that supports natural health and our partners. How, exactly? We're so glad you asked.





AMONG NORTH AMERICAN SHOPPERS

68%

NOW TAKE—AND TRUST—SUPPLEMENTS

80%

ARE WILLING TO PAY MORE FOR HEALTHIER FOODS

80%

ARE ACTIVELY SEEKING NUTRITION-BASED WAYS TO TACKLE HEALTH ISSUES, INCLUDING OBESITY AND DIABETES

64%

SHOP AT HEALTH-CONSCIOUS SPECIALTY RETAILERS

80%

OF HEALTH CARE PURCHASES ARE MADE BY WOMEN

93%

OF FOOD PURCHASES ARE MADE BY WOMEN

Why is *alive* awesome for you?

Your products are unique. So are we. *alive* is a natural health magazine with a modern twist. We motivate readers to eat healthier (drool-worthy dinners, anyone?). We inspire them to train smarter (because everyone needs a little fitness inspo now and then). And we teach them how to live better (hello, supplement game plan). Oh, and did we mention we increase your sales? Consumers need meaningful, research-backed content to help them make purchasing decisions. *alive* articles drive them to buy supplements, healthy foods, and organic products.

***alive* has never been more vital**

If the last year and a half taught us anything, it's that our health, and education surrounding it, is more important than ever before.

We're in your corner and unwavering in our support for whatever the next year brings us. And we've adapted to be more influential than ever.

***alive* readers are pretty great too**

We engage your current and future customers: the people who took probiotics before it was cool and the growing category of shoppers who are just discovering how amazing CBD is.

Credible content = consumer trust

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

alive READERS ...

- > are predominantly women from 25 to 39 years old
- > have discretionary incomes of \$1,000/month
- > have a post-secondary education
- > live in primarily urban areas
- > are the principal shoppers for their home
- > lead highly active lifestyles
- > are more likely to use herbal remedies
- > buy organic



Distribution points:

1,000

STORES AND
GROWING RAPIDLY

Total distribution:

215,000

COPIES

alive's reach is your reach

Readers can find us in natural health retailers across the United States, including Better Health, Feel Rite, Fresh Thyme, Lassens, Pharmaca, Vitamin Discount Center, and Whole Foods Market (to name just a few).

“

WHAT THEY'RE SAYING

We like *alive* because of the overall look; it's more professional and premium than other in-store magazines in the industry.

-Doug Crooks, Manager, Realife Nutrition, TX

alive magazine serves our customers well with wonderful articles and great health content that appropriately educates readers about our industry and on health and well-being. Not many magazines are out there that educate and inspire consumers the way *alive* does.

- Michael Gore, President, Vitamin Discount Center, FL

The consumer wants to be educated, and the more information there is, the better. Our industry is large, but *alive* allows for the intimacy between Westerly's and the consumer to still be there ... *alive* is part of our neighborhood.

- Ricardo Nieves, General Manager, Westerly Natural Market, NY

We have the magazines in two locations in our stores ... people are absolutely loving them.

- Lassens Natural Foods & Vitamins, CA

”



what *alive* is loving in 2022

In *alive*, natural health is accessible, beautiful, and inspiring. Our articles enlist top influencers (from elite athletes to healthy chefs) to unpack the health topics consumers care about. Our advice is easy to use. Our recipes are gorgeous and nutritious.

In 2022, we're doubling down on educating our readers on natural immune support, CBD, sports nutrition, and trending natural health products and supplements!

Editorial calendar

JANUARY/FEBRUARY: Heart Health

We are excited about ...

- Sports nutrition products, including plant-based proteins
- Heart-healthy supplements
- Collagen
- CBD for athletes and for heart health

Must-have products: ***Heart health***

MARCH/APRIL: Brain Health

We are excited about ...

- Natural brain-boosting herbs and supplements, including CBD
- Brain-gut connection
- Sports nutrition products
- Plant-based proteins

Must-have products: ***Brain health***

MAY/JUNE: Detox

We are excited about ...

- Natural detoxifiers and cleansing products
- Clean beauty products
- CBD for nonaddictive pain relief
- Plant-based proteins
- Collagen

Must-have products: ***Detox***

JULY/AUGUST: Digestive Health

We are excited about ...

- Microbiome/immune support, including probiotics
- Natural digestive health products
- CBD for digestive health
- Plant-based proteins
- Mushrooms

Must-have products: ***Digestive health***

SEPTEMBER/OCTOBER: Kids' Health

We are excited about ...

- The best supplements for kids, including omegas and probiotics
- Immune support for kids
- Muscle- and strength-building supplements for fall fitness goals

Must-have products: ***Kids' health***

NOVEMBER/DECEMBER: Immune Health

We are excited about ...

- Herbs and supplements for colds and flu, including garlic, oil of oregano, and mushrooms
- Immune health and preventive products
- CBD for stress and sleep
- Collagen

Must-have products: ***Immune health***

Deadlines, rates, & specifications

Questions about any of this technical stuff? Email advertise@alive.com. We're always happy to help.

MONTH	AD RESERVATION	MATERIAL DUE
January/February	October 21, 2021	November 2, 2021
March/April	December 22, 2021	January 10, 2022
May/June	February 22, 2022	March 4, 2022
July/August	April 21, 2022	May 5, 2022
September/October	June 22, 2022	July 6, 2022
November/December	August 22, 2022	September 2, 2022

INSIDE POSITION	1X	3X	6X
Double page spread	\$22,220	\$21,100	\$19,980
Full Page	\$11,975	\$11,375	\$10,775
1 page	\$9,975	\$9,240	\$ 7,025
1/2 page horizontal/vertical	\$7,825	\$7,435	\$7,025
Inside front/back cover	\$15,710	\$14,950	\$14,150
Outside back Cover	\$18,020	N/A	N/A
In Store (limited spaces available)	\$4,730	N/A	N/A

PRICING AND PAYMENT

- Pricing is subject to change without notice. Prices in US dollars.
- 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.

Sizing specifications

DOUBLE PAGE SPREAD	FULL PAGE	1/2 PAGE VERTICAL	1/2 PAGE HORIZONTAL
16.25 x 10.75 trimmed	8.125 x 10.75 trimmed	3.979 x 10.75 trimmed	8.125 x 10.75 trimmed
16.75 x 11.25 bleed	8.625 x 11.25 bleed	8.625 x 11.25 bleed	8.625 x 11.25 bleed
15.75 x 10.25 live area <i>(allow 0.5 inch from the spine on each page)</i>	7.125 x 10.25 live area <i>*As page placement is not guaranteed, include bleed for both right and left pages.</i>	4.479 x 11.25 bleed	7.125 x 5.063 live area

Material Specifications

- preferred file format: press-ready PDFs, 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 colors to CMYK
- ads must be approved by *alive* prior to publication for content and design

Ads accepted via email at **USAart@alive.com** (files under 10MB).
 For larger files, please use a web drive service (e.g., Dropbox, Google Drive, wetransfer)
 or *alive*'s FTP site.

ftp.alive.com
 username: alivemag
 password: aliveart



WE LIKE YOU A LOT

And we hope you like us too. All of us. For more than four decades, *alive* brands have been synonymous with natural health and wellness, editorial integrity, and the empowerment of those we touch to make healthy choices. *alive* magazine in America is just the beginning.

[alive magazine](#)

[thrive](#)

[alive USA](#)

[CNHR](#)

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[apg.alive.com](#)



delicious living

AMERICA'S TRUSTED VOICE
IN THE NATURAL HEALTH
COMMUNITY

2022 MEDIA KIT

So much to love

Since 1985, *delicious living* has been a trusted 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.



OUR READERS' TOP HEALTH GOALS ...

- > Eating healthy
- > Healthy aging
- > Increasing energy
- > Improving immunity
- > Cleaner digestion/detox

Now is the time for preventive health

If the last year and a half 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.

delicious living is your catalyst to capitalize on that demand. Our mission of optimal health for everyone has never been more relevant.

We are strongest together. As partners, we need to make sure that accurate information is in the hands of consumers and driving growth. Now is the time to lean in together, and *delicious living* is taking the lead.

We will help you win the fight

Want to tap into the market of committed natural health shoppers in America during this new era? We can help with that through robust digital and print media channels.

***delicious living* magazine**

Our print publication is unique: it is distributed at point of purchase in stores that focus on natural, organic, and healthy lifestyle products. Each monthly issue of *delicious living* gets your information into the hands of engaged consumers as they are making their buying decisions.

deliciousliving.com

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.



We've got history!

A trusted voice in America's natural health community for more than three decades, *delicious living* helps consumers connect with local natural health retailers and the responsible companies that make healthy living achievable, sustainable, and fun. In 2018, *delicious living* joined the suite of products from North America's largest natural health and wellness publisher: *alive*.

About *alive*

For more than 45 years, *alive* has taken incredible pride in educating and inspiring millions of people around the world about natural health and wellness so they can live more active and healthy lives.

OUR NUMBERS

200,000
RATE-BASED
CIRCULATION

1,000
RETAILERS

120,000
AVG. MONTHLY
SESSIONS (VISITORS)

100%
BUY ORGANIC
GROCERIES

193,000
AVG. MONTHLY
PAGE VIEWS (AD
IMPRESSIONS)

OUR READERS

92%
FEMALE

76%
MARRIED

53%
MOTHERS
(TO CHILDREN
UNDER 18)

92%
COLLEGE EDUCATED



Priority Points Program

When you exhibit at a New Hope Network tradeshow (Natural Products Expo West and East or Club Industry Show), Priority Points determine the order in which you can select a booth and/or hotel. Reservations are for the following year or years of that show.

A total Integrated Marketing spend of \$100,000 or more brings exclusive benefits, including:

- Access to VIP hotel block at host hotels at Natural Products Expos
- Access to VIP area at Natural Products Expos

Integrated Marketing contracts received by November 30, 2021 will impact Priority Points for these events:

- Natural Products Expo West 2023
- Natural Products Expo East 2023

You get amazing *delicious living* perks

alive has a strategic partnership agreement with New Hope Network to ensure our retail community continues to have access to *delicious living* as a valued retail marketing service. *delicious living* maintains close ties with New Hope Network's other properties, including Natural Products Expo and Natural Foods Merchandiser. *delicious living* continues to be the preferred New Hope Network consumer publishing partner.

Integrated marketing points

We offer Integrated Marketing Points that are applied to the Priority Points Program offered by New Hope Network. You can earn Integrated Marketing Points by advertising in *delicious living* and on *deliciousliving.com* with the following spends:

- | | |
|--------------------------------|-----------------------------------|
| • \$5,000-\$9,999 = 1 point | • \$100,000-\$124,999 = 9 points |
| • \$10,000-\$14,999 = 2 points | • \$125,000-\$149,999 = 10 points |
| • \$15,000-\$24,999 = 3 points | • \$150,000-\$174,999 = 11 points |
| • \$25,000-\$34,999 = 4 points | • \$175,000-\$199,999 = 12 points |
| • \$35,000-\$44,999 = 5 points | • \$200,000-\$224,999 = 13 points |
| • \$45,000-\$49,999 = 6 points | • \$225,000-\$249,999 = 14 points |
| • \$50,000-\$74,999 = 7 points | • \$250,000 or above = 15 points |
| • \$75,000-\$99,999 = 8 points | |

We cover the natural health topics that matter

2022 delicious living editorial calendar

delicious living makes natural health doable. Our articles unpack otherwise complex health topics. Our advice is actionable. Our recipes are nutritious and make even novice cooks say, “I can do that!” And our product recommendations are practical for everyday living. In 2022, we’ll be talking about immunity, diet trends, collagen, CBD, natural beauty, and the hottest natural health products and supplements in multiple issues of *delicious living*. We’ll also be covering important and timely topics in specific issues.

JANUARY: Digestive Health

Key Products and topics: Microbiome support, including probiotics; digestive aids; natural weight management; 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 delicious living.

Smart Supplements: **Digestive health**

FEBRUARY: Heart Health

Key Products and topics: Natural cholesterol supports; heart-healthy supplements; **Beauty and Body Awards**

During this month of love and romance, we explore what keeps readers' hearts beating strong, from diet to exercise. delicious living provides readers with inspiration and information they can take to heart.

Smart Supplements: **Heart health**

MARCH: Detox

Key Products and topics: Natural detoxifiers; green powders and supplements; CBD for skin and relaxation; plant-based proteins; garlic; **Supplement Awards**

As readers look ahead to spring renewal, they also look to rid themselves of unavoidable contaminants from the air, water, and soil. This month, delicious living offers advice to help detoxify and cleanse—inside and out.

Smart Supplements: **Detox**

APRIL: Immune Health

Key Products and topics: Immune-boosting supplements, superfoods, and powders; medicinal mushrooms; autoimmune concerns; collagen; garlic; oil of oregano; cancer prevention

It's a difficult subject, but one most readers face at some point in their lives. This month, delicious living looks at strategies for decreasing the risk of cancer and other illnesses.

Smart Supplements: **Immune health**

MAY: Women's Health

Key Products and topics: Supplements for women; hormone health; CBD for women's health; essential oils; collagen; Mother's Day

This month, delicious living focuses on what makes women strong—and happy—with insights and inspiration on subjects ranging from diet and nutrition to supplements and beauty.

Smart Supplements: **Women's health**

JUNE: Men's Health

Key Products and topics: Supplements for men; adrenal and prostate health; disease prevention; CBD for men's health; collagen; Father's Day

This month, delicious living shines a spotlight on issues affecting men. We give them tips and expert advice on topics that inspire and energize, from fitness, diet, and supplements to protecting their health through prevention.

Smart Supplements: **Men's health**

JULY: Brain Health

Key Products and topics: Brain-boosting supplements; CBD for anxiety; brain-gut connection; safe sunscreen; plant-based proteins; **Best Bite Awards**

This month, delicious living explores tips and strategies to help readers keep their brains firing, along with brain-boosting supplements and lifestyle choices. We also share expert advice on skin health and how to nurture and protect it with the help of natural health products.

Smart Supplements: **Brain health**

AUGUST: Children's Health

Key Products and topics: Supplements for kids; kids' mental health; immune support for kids; omegas; probiotics; plant-based proteins

With a new school year right around the corner, this issue of delicious living focuses on kids—from preschool to grad school—and explores what it takes to build a foundation of happiness, strength, and overall good health.

Smart Supplements: **Children's health**

SEPTEMBER: Cold & Flu

Key Products and topics: Herbs and supplements for cold and flu; immune health and preventive products; medicinal mushrooms; garlic; oil of oregano

It's back-to-school and back-to-germ time. This month, delicious living focuses on strategies to stay healthy through the cold and flu season and offers expert advice on supplements and natural health products that aid in prevention, treatment, and recovery.

Smart Supplements: **Cold & Flu**

OCTOBER: Healthy Aging

Key Products and topics: Bone and joint health supplements; CBD for pain and inflammation; collagen; garlic; muscle health and strength-building supplements for healthy aging

In this issue, delicious living reveals the latest on how to achieve longevity and health through the ages with whole-food recipes, supplements, and natural products that promote bone, joint, and muscle health.

Smart Supplements: **Healthy aging**

NOVEMBER: Diabetes

Key Products and topics: Natural diabetes and blood sugar management; childhood diabetes prevention; supplements for sleep, including CBD; plant-based proteins

This month, delicious living offers expert advice and strategies for early diabetes detection and blood sugar management. We also explore the latest research and natural supports for a good night's sleep.

Smart Supplements: **Diabetes**

DECEMBER: De-stressing

Key Products and topics: Herbs and supplements for stress, including CBD; healthy holiday foods and supplements

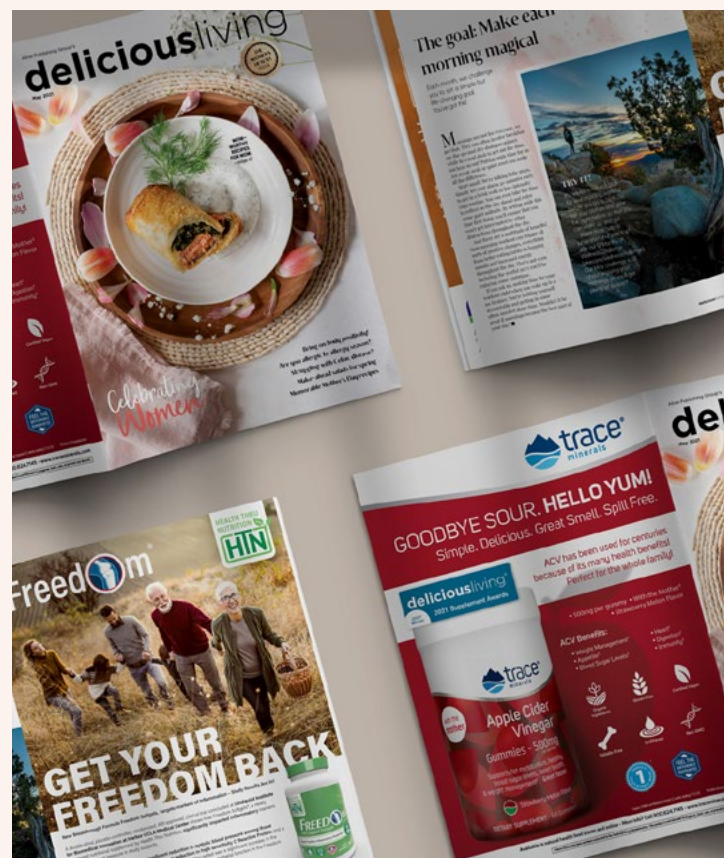
As we prepare for the holiday season ahead, delicious living unwraps how stress affects health and well-being and how herbs and supplements can play a role in decreasing stress and supporting readers during this month of indulgence.

Smart Supplements: **De-stressing**

Deadlines, rates, & specifications

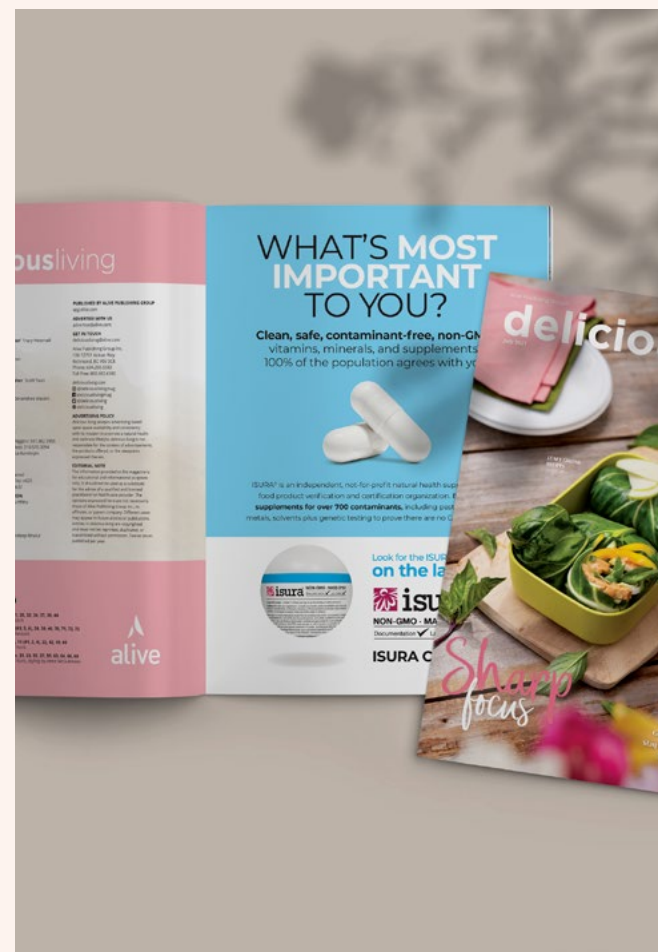
Ad Deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January	November 12, 2021	November 18, 2021
February	December 9, 2021	December 22, 2021
March	January 7, 2022	January 14, 2022
April	February 8, 2022	February 15, 2022
May	March 10, 2022	March 18, 2022
June	April 8, 2022	April 15, 2022
July	May 9, 2022	May 17, 2022
August	June 9, 2022	June 17, 2022
September	July 8, 2022	July 18, 2022
October	August 9, 2022	August 16, 2022
November	September 9, 2022	September 16, 2022
December	October 7, 2022	October 17, 2022



Rates

PREMIUM POSITIONS	1X	3X	6X	9X	12X
Inside front cover			\$13,730	\$13,305	\$13,040
Inside back cover			\$12,970	\$12,660	\$12,330
Outside back cover			\$13,900	\$13,550	\$13,200
1/2 page horizontal/vertical	\$6,510	\$6,410	\$6,300	\$5,880	\$5,880
SPREADS					
Double page spread	\$13,900	\$13,600	\$13,300	\$13,170	\$12,880
1/2 page spread	\$11,160	\$10,940	\$10,750	\$10,630	\$10,375
PAGES					
Full page	\$7,870	\$7,500	\$7,360	\$7,270	\$7,070
1/2 page	\$5,385	\$5,305	\$5,205	\$5,125	\$5,030
1/3 page	\$3,225	\$3,190	\$3,020	\$2,990	\$2,950
On The Shelf	\$1,500				



Sizing specifications

DOUBLE PAGE SPREAD	1/2 PAGE SPREAD	FULL PAGE	1/2 PAGE	1/3 PAGE
Trimmed: 15" x 10.5"	Trimmed: 15" x 5.25"	Trimmed: 7.5" x 10.5"	Trimmed: 7.5" x 5.25"	Trimmed: 2.5" x 10.5"
Bleed: 15.25" x 10.75"	Bleed: 15.25" x 5.5	Bleed: 7.75" x 10.75"	Bleed: 7.75" x 5.375"	Bleed: 2.625" x 10.75"
Live area: 14.75" x 10.25"	Live area: 14.75" x 5"	Live area: 7.25" x 10.25"	Live area: 7.25" x 5"	Live area: 2.25" x 10.25"
				Square: 4.5" x 4.625"

On the Shelf

Limited spaces available. Includes image and 50 words of text.

- Publication trim size is 7.5" x 10.5" (width x height).
- Ads with bleed—extend bleed 0.125" beyond the trim.
- All live matter (e.g., text and logos) not intended to bleed should be kept 0.25" from trim. Spread ads should allow a total of 0.1875" safety in gutter.

Email ads under 10MB and inquiries re: preferred ad file formats to deliciousart@alive.com. For larger files, use a web drive service (e.g., Dropbox, Google Drive) or APG's FTP site: <ftp.alive.com> (username: *alivemag* / password: *aliveart*).

Pricing is subject to change without notice. Prices are in USD and shown as gross. Prepayment is required for all first-time advertisers. Additional premium positions available. Contact us for custom insert rates.

deliciousliving.com & eNewsletter Packages

Website ad rates

	À LA CARTE	BRONZE	GOLD	PLATINUM
PRICE	(\$000)	\$950	\$1,450	\$1,950
Impression Count:		50K	50K+10K	50K+10K+5K
Effective CPM:		\$19.00	\$24.17	\$30.00
Leaderboard (728×90)*	\$30	2x	2x	2x

*Standard Ad Units

Email ads under 10MB and inquiries re: preferred ad file formats to deliciousart@alive.com.

For larger files, use a web drive service (e.g., Dropbox, Google Drive, wetransfer) or APG's FTP site: <ftp.alive.com> (username: **alivemag** / password: **aliveart**).

Pricing is subject to change without notice.

Prices are in USD and shown as gross.

Prepayment is required for all first-time advertisers.

Custom packages available. Contact us for à la carte pricing for all ad units!

eNewsletter ad rates

	AD UNITS	PRICE
<i>delicious living</i> Natural News:	580×80, 180×150	\$1,250 – \$2,000 (per month)
<i>delicious living</i> Recipe of the Week:	580×80	\$1,500 (per month)

54,200+

delicious living
NATURAL NEWS
SUBSCRIBERS

54,500+

delicious living
RECIPE OF THE
WEEK SUBSCRIBERS

STANDARD AD UNITS

Leaderboard
(728×90)

Highly visible units at the top and bottom of the page create immediate impact and repeat exposure.



delicious living
is just one of
alive's offerings

[alive magazine](#)

[thrive](#)

[alive USA](#)

[CNHR](#)

[delicious living](#)

[delicious living Awards](#)

[sage](#)

[alive.com](#)

[alive Academy](#)

[alive Connect](#)

[alive@work](#)

[alive Awards](#)

[alive Listens](#)

[alive eNewsletter](#)

[alive Executive Summit](#)

[apg.alive.com](#)



sage

NATURAL LIVING FOR YOU
AND YOUR FAMILY

2022 MEDIA KIT

Natural living for you and your family

sage is an open invitation to all things natural, healthy, and sustainable. It welcomes readers to take a breath, bite into real food, and chase that fitness goal. Readers enjoy easy-to-understand natural health information and articles from a trusted source. The featured recipes are healthy takes on family staples. The drive behind sage is to promote and encourage healthy, natural lifestyles for families throughout Canada. It's natural living for you and your family!





Why *sage* is awesome—for you

Want to tap into the growing mass market of newcomers to natural health? We can help with that.

Mass education

sage magazine introduces families to natural health.

These households are primed to try new, healthy products.

The easy sell

sage is easy on the eyes. Our articles make healthy living seem doable and digestible, driving real results for your business.

Timing is everything

sage reaches readers at a critical point: in the store aisle where they're deciding what to buy.



DISTRIBUTION

sage is in over 800 different Loblaw stores (Real Canadian Superstore, City Market, Your Independent Grocer, and Zehrs locations)

CIRCULATION

140,000

COPIES OF *sage*
ACROSS CANADA

FREQUENCY

6 ISSUES PER YEAR

Our readers

Did we mention they are really really great?

Conventional retailers like grocery stores form a rapidly increasing share of the natural health products market. The grocery shopper is the new natural health shopper.

AMONG CANADIAN SHOPPERS

88%

BELIEVE THEY CAN DO A LOT WITH FOOD AND NUTRITION TO PREVENT ILLNESS.

67%

FEEL KNOWLEDGEABLE ABOUT HEALTH AND NUTRITION. WE CLOSE THIS GAP.

76%

ARE ACTIVELY CHANGING THEIR LIFESTYLES TO BE HEALTHIER. WE SHOW THEM HOW TO SUCCEED.

79%

LIKE TRYING NEW PRODUCTS. WE SHOWCASE THE LATEST NATURAL HEALTH TRENDS.

THOSE INTERESTED IN *sage*

- > principal grocery shoppers in their household
- > predominantly females 30 to 55 years old
- > have household incomes of \$85,000
- > 3+ people in their household
- > are more likely to use herbal remedies
- > primarily post-secondary educated
- > lead highly active lifestyles
- > already buy natural and organic products and produce



Our reach

We're going places (so come along for the ride)

140,000 copies of *sage* reach Canadian shoppers in nearly every province and territory. We're in more than 800 different Loblaw stores, including Real Canadian Superstore, City Market, Your Independent Grocer, and Zehrs locations.

Distribution of magazines by province

ON 61,800	AB 10,000	BC 7,600	NS 6,000
NB 4,300	SK 3,500	MB 3,200	NL 2,400
PE 600	YT 300	NT 200	QC 100

Lineup

sage makes natural health fun, beautiful, and inspiring. Our articles unpack otherwise complicated health topics. Our advice is easy to use. Our recipes are gorgeous. And we always let our readers know when these dishes are vegan or gluten free.

FEBRUARY/MARCH: Heart Health

We're talking about: heart-healthy supplements, relationship tips, cooking oils
ON THE SHELF: *Heart health*

APRIL/MAY: Immune Health

We're talking about: health habits, natural immune support, seasonal superfoods
ON THE SHELF: *Immune health*

JUNE/JULY/AUGUST: Brain Health

We're talking about: healthy travel essentials, summer beauty, grilling recipes
ON THE SHELF: *Brain health*

SEPTEMBER: Kids' Health

We're talking about: natural remedies for kiddos, prepping for cold and flu season, easy lunches
ON THE SHELF: *Kids' health*

OCTOBER/NOVEMBER: Healthy Aging

We're talking about: nutrients for longevity, joint health, Thanksgiving recipes
ON THE SHELF: *Healthy aging*

DECEMBER/JANUARY: De-stressing

We're talking about: Stress relief, meditation tips, healthy holiday meals
ON THE SHELF: *Supplements for stress*

WE ALWAYS TALK ABOUT THINGS LIKE:

- Seasonal food & drink recipes
- Monthly health advice
- Mental & physical wellness
- Pets
- Most up-to-date natural health trends
- Superfoods & supplements
- Environment
- Relationships



Our impact

Credible content = consumer trust

sage is an open invitation to all things natural, healthy, and sustainable. It welcomes readers to take a breath, bite into real food, and chase that fitness goal. Readers enjoy easy-to-understand natural health information and articles from a trusted source. The featured recipes are healthy takes on family staples. The drive behind sage is to promote and encourage healthy, natural lifestyles for families throughout Canada.

"From the front page to the Goodbye, everything is enticing—including the ads! The advice columns are concise and to the point. I was so excited at the artistic new format, I picked up extra copies for friends."

—L. Hassey, sage reader

Deadlines, rates, & specifications

Advertising rates

INSIDE POSITION	1X	6X	9X
Double page spread	\$18,220	\$17,010	\$15,750
Full page	\$9,975	\$8,980	\$8,770
1/2 page	\$6,510	\$6,300	\$5,880
COVER POSITION			
Inside front cover	\$12,710	\$12,020	\$11,810
Inside back cover	\$12,710	\$12,020	\$11,810
Outside back cover	\$14,020	n/a	n/a
IN STORE <i>(limited spaces available)</i>	\$2,730		

Includes image and 40 words of text

Guaranteed positioning is for consecutive pages, specific spot in magazine, first half of magazine, right/left hand side. Add 10% for guaranteed page positioning. Prices in Canadian dollars.

Email sage@alive.com for more information.

Ad Deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
February/March	November 15, 2021	November 23, 2021
April/May	January 14, 2022	January 24, 2022
Jun/July/Aug	March 14, 2022	March 24, 2022
September	May 16, 2022	May 26, 2022
October/November	July 12, 2022	July 26, 2022
December/January	September 12, 2022	September 26, 2022

Sizing specifications



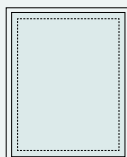
Double Page Spread

16.25 x 10.75 trimmed

16.75 x 11.25 bleed

15.75 x 10.25 live area

(allow 0.5 inch from the spine)

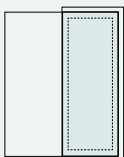


Full Page

8.125 x 10.75 trimmed

8.625 x 11.25 bleed

7.125 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

*As page placement is not guaranteed, include bleed for both right and left pages.

MATERIAL SPECIFICATIONS

- preferred file format: press-ready PDFs, 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 sageart@alive.com (files under 10MB). For larger files, please use a web drive service (eg.: Dropbox, Google Drive, wetransfer) or *alive*'s FTP site.

Dropbox

send to: sageart@alive.com

<ftp.alive.com>

username: alivemag

password: aliveart



WE'RE LOOKING FORWARD
TO DOING GREAT THINGS
WITH YOU

[alive magazine](#)

[thrive](#)

[alive USA](#)

[CNHR](#)

[delicious living](#)

[delicious living Awards](#)

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APG.ALIVE.COM

1.800.663.6580

SAGE@ALIVE.COM



CNHR

CANADA'S BUSINESS
MAGAZINE FOR NATURAL
HEALTH RETAILERS

2022 MEDIA KIT



Innovative trade talk

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



If you want to sell to more stores, *CNHR* can help

During its history, *CNHR* has conducted multiple reader surveys, and the results are always the same. Our retailer readership indicates they find *CNHR* Magazine to be very important to them, and they read each issue in its entirety. Once read, they share it with staff members, and most importantly, they use it to find and order new products. *CNHR* is your ally as you battle to gain shelf space in *health food stores*.

And your message is not lost in *CNHR*; it is a valuable component of the retailers' reading experience. Your customers tell us that *CNHR* is a valuable resource for them ... especially when it comes to learning about your new products!



Readers say *CNHR* is a valuable resource for them

100%

OF OUR READERS
SAY THEY
NOTICE AND/OR
READ VENDOR
ADVERTISEMENTS
IN *CNHR*.

97%

OF OUR READERS
READ OR NOTICE THE
PRODUCTS FEATURED
IN THE PRODUCT
PROFILE SECTION
OF *CNHR*.

92%

OF OUR READERS
SAY A PRODUCT
PROFILE PROMPTED
THEM TO CONTACT
THE COMPANY.

79%

FOUR OUT OF FIVE
RETAILERS SAY THEY
HAVE ORDERED A
PRODUCT FEATURED
IN *CNHR*.

95%

OF OUR READERS SAY
THE INFORMATION
CNHR OFFERS THEM
IS IMPORTANT.

CNHR Magazine is the ONLY Canadian
B2B publication that goes exclusively to
traditional health food stores.



Here's what *CNHR* does for you:

- introduces your company and your products
- helps support your new product launches
- gets your brand known ... fast!
- supports both your inside and your field sales teams
- explains all the support you offer retailers
- positions your company as an industry leader
- delivers very low cost-per-contact (just pennies per reader!)
- conveys your company's passion, integrity, values, commitment, ideals, and innovation
- creates familiarity with retailers, establishes credibility, and builds trust
- reaches stores across Canada even your sales team can't get to regularly
- announces your marketing initiatives, programs, contests, and events
- supports your digital initiatives for consumer and trade
- helps drive traffic to your website for detailed information
- generates leads for you with a pre-qualified buying audience
- every person who reads *CNHR* either buys, sells, or recommends your products to consumers



Here's what *CNHR* does for you:

Hitting the buyer's triggers

Advertising in *CNHR* will help you convey everything you want to share about your company with your retail buying audience.

During interviews or through conversation, retailers have shared with *CNHR* some of the most important things they expect from their suppliers, including ongoing support, quality, trust, longevity, teamwork, value, reputation, and aligned vision.

Here are things retailers identified as their triggers when it comes to buying from suppliers:

- trust in their manufacturing and quality
- providing more value than most other suppliers
- ingredients, consumer demand, presentation, sell sheets, and price
- trust in the company and the rep
- support to launch a product
- the company's reputation is important
- the company's mission and values
- the quality of the product
- the company's size, reputation, and longevity
- which manufacturers keep their brands looking fresh
- if they are committed to reducing packing and shipping waste
- brand recognition



Here's what your customers said when asked "*What are the things you like best about CNHR?*"

“

WHAT THEY'RE SAYING

That it talks about our industry and who is important in it with their new products and upcoming events. It also gives the stores a chance to say who they are.

It's a nice-looking magazine featuring articles pertaining to the industry, showcasing new products and industry trends.

I like reading about what other independent health stores are doing. It encourages me. It motivates me. Helps me feel like I am not alone in this industry.

Good mix of content—profiles, helpful business columns, industry updates. The retail-focused columns have improved the appeal of the magazine in the recent years for me personally.

I enjoy seeing other retailers and their success stories. Learning about new trends and products.

Editorial. The cover story. Articles that I can apply, feel-good stories, reassurance that the industry is thriving.

It is current and informative. It is a friendly and personal publication. And it is very beautifully laid out. The cover always invites me to open the magazine right there and then.

Company profiles. Highlighting people in the industry that are making tough decisions, doing the right things to support the future of our business.

”

The Last Word ... from your retail customers

In our most recent survey, we asked retailers to describe what *CNHR* means to them in one word.

Here are some of the replies:

- Family
- Foundational
- Important
- Anchor
- Essential
- Useful
- Fantastic
- Informative
- Interesting
- Awesome!
- Encompassing
- Honest
- Helpful
- Heartfelt
- Ours
- Impressive!
- Welcoming
- Support
- Great resource
- Our bible!

“

WHAT THEY'RE SAYING

That you focus on independent health food retailers, that you do a good job of profiling stores across the country and connect us that way. All the advice columns, too, from HR issues to business practices, I always look forward to getting the magazine in the mail!

You have an interesting balance of personal and product information that is worth my valuable time to read ...

Information about what other health food stores are doing and what's working for them.

Product profiles; feature articles especially on marketing, store profiles.

Friendly, helpful biz articles, industry updates.

Ideas on how to make my business better. Staying current on new products—especially from companies that don't have reps in my area.

Focus on the independent retailer.

I love the sections which pertain to training employees and retailing in a changing environment.

The information provided is essential to our business as it helps us keep abreast to what is happening within our industry. I mostly like the articles on how to better your business. I believe this is crucial at this point in time.

Business advice for marketing and merchandising.

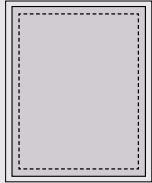
Content is relevant and valuable—great resource for my business.

I like reading the store stories. Many of them I know and take a special interest in reading. What I find most useful is suppliers featuring new products. If it is a company I currently deal with, I'll know about the products prior to seeing it in *CNHR*. Those companies we don't deal with benefit from us seeing it in the magazine.

”

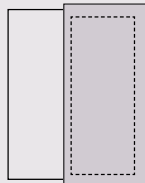
Specifications

Ad sizes



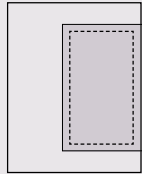
Full page

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



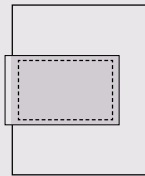
2/3 page

4.75 x 9.875 trimmed



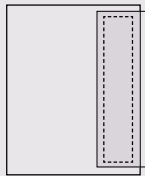
Half page isl.

4.75 x 7.387 trimmed



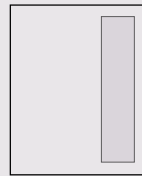
Half page hor.

7.25 x 4.951 trimmed



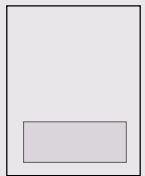
Half page vert.

3.625 x 9.875 trimmed



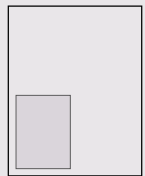
1/3 page vert.

2.25 x 9.875



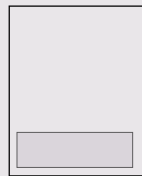
1/3 page hor.

7.25 x 3.39



1/4 page sq.

3.625 x 4.945



1/4 page isl.

7.25 x 2.468

Ad booking deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January/February (CHFA West)	November 18, 2021	November 25, 2021
March/April	January 13, 2022	January 20, 2022
May/June	March 10, 2022	March 17, 2022
July/August	May 9, 2022	May 16, 2022
September/October (CHFA West)	July 8, 2022	July 15, 2022
November/December	September 6, 2022	September 13, 2022

Advertising submissions

Please send all advertising material as a high-resolution PDF, 300 DPI, in a CMYK format. Please allow 1/8" for bleed.

Electronic to email: cnhrart@alive.com

Mechanical Specifications

Printing: Four-colour process

Sheet fed. Coated stock

Binding: Saddle Stitch

Advertising rates

AD SIZES	1X	2X	4X	6X
Full page	\$2,930	\$2,825	\$2,735	\$2,630
2/3 page	\$2,535	\$2,485	\$2,425	\$2,305
1/2 page	\$1,885	\$1,790	\$1,685	\$1,570
1/3 page	\$1,570	\$1,515	\$1,285	\$1,195

Let us customize an ad quote for you!

We have many advertising options at many different price points.

Let us know your budget and we will be happy to customize a proposal specific to you explaining all of the benefits, editorial opportunities, and value-added features that *CNHR* has to offer your company.

Contact advertise@alive.com to get started!

Advertiser Value-Added:

- free Product Profile each issue
- expanded free Trade Talk
- your products and news posted on *cnhr.ca* and on the *CNHR* Facebook page

Prime full page locations (Pages 3-17):

\$2,730 (based on six-time rate)

Outside Back Cover:

\$2,950 (based on six-time rate)

Inside Front Cover:

\$2,835 (based on six-time rate)

Inside Back Cover:

\$2,835 (based on six-time rate)

False Cover:

\$4,770 (ask about availability and details)

Inserts:

Single sheet (both sides) starting from \$1,999. Ask for full details.

Product Profiles: \$450 each

Rates are net and in Canadian funds.

Agencies add 15%



WE'RE LOOKING
FORWARD TO
DOING GREAT THINGS
WITH YOU

[alive magazine](#)

[thrive](#)

[alive USA](#)

[CNHR](#)

[delicious living](#)

[delicious living Awards](#)

[sage](#)

[alive.com](#)

[alive Academy](#)

[alive Connect](#)

[alive@work](#)

[alive Awards](#)

[alive Listens](#)

[alive eNewsletter](#)

[alive Executive Summit](#)

[apg.alive.com](#)



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

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**

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
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 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
IMPRESSIONS99,200
OVERALL REACH7,816
OVERALL
ENGAGEMENT68.75%
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