



2022 MEDIA KIT



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