




*alive* Canada

CANADA'S NATURAL HEALTH  
AND WELLNESS MAGAZINE

ADVERTISING

2023 MEDIA KIT

A close-up photograph of a hand sowing small, round, yellow seeds into dark, rich soil. The seeds are scattered across the frame, with a line of them being planted by the hand in the upper right corner. The background is a soft-focus view of the soil and more seeds.

## *alive* 2023 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

*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.

### KEY FACTS

CIRCULATION

165,000

COPIES

LOCATIONS

800+

RETAIL POINTS  
ACROSS CANADA

FREQUENCY

Monthly

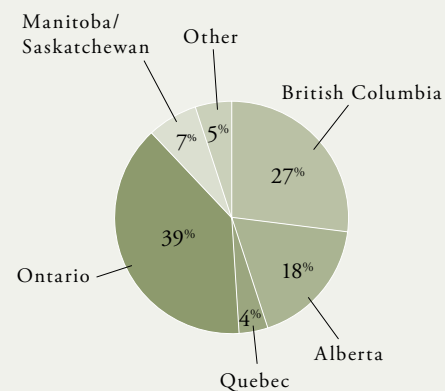
READERSHIP

3.4

READERS  
PER COPY

### GEOGRAPHIC BREAKDOWN

*alive* IS DISTRIBUTED  
NATIONALLY.





Source: Navigating Natural Health in Canada, alive & Ipsos Reid

# Influential

*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

78%

MAKE PURCHASES  
BASED ON WHAT  
THEY READ  
IN *alive*

### *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**, on average, in each issue
- > refer to the average *alive* issue **3 times**, enhancing exposure to advertising messages

84%

USE  
NATURAL  
HEALTH  
PRODUCTS

84%

HAVE A POSITIVE  
ATTITUDE  
TOWARD  
COMPANIES  
ADVERTISING  
IN *alive*

89%

CURRENTLY  
HAVE  
A MEDICAL  
CONDITION

64%

WILL PAY  
FOR GOOD  
FOOD FOR  
THEMSELVES  
AND THEIR  
FAMILIES

# 2023 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 • mushrooms

*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**

## APRIL: Cancer • Immune Health

**Featuring:** immunity • 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**

## 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**

## 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**

## 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**

## 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**

# 2023 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 for 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 and 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 and eco-friendly holidays

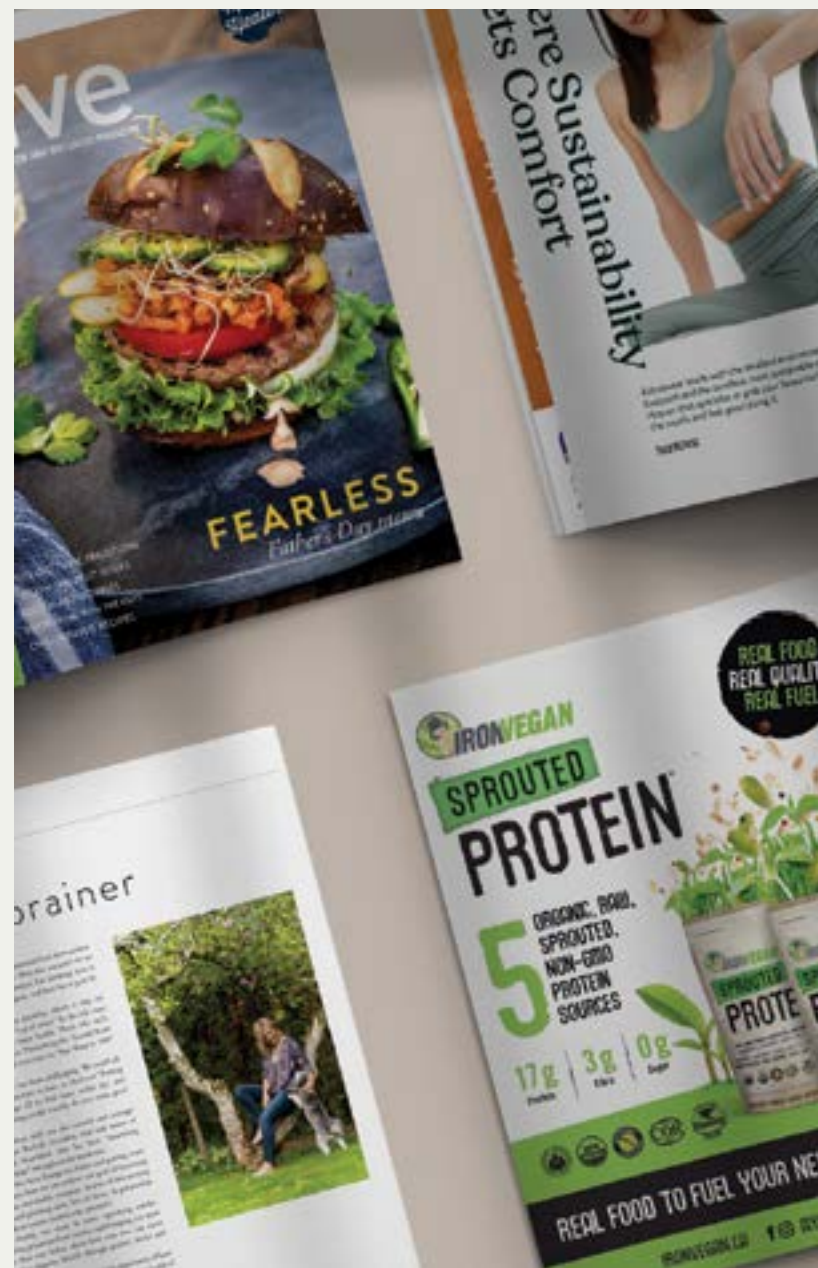
*As we prepare for the holiday season ahead, alive unwraps information and advice about how stress affects our health and well-being and how herbs and supplements can play a role in decreasing stress and supporting our overall health during this month of celebration.*

**ON DISPLAY: De-stressing**



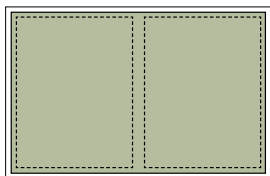
# Rates

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
COVER 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
SHOWCASE POSITION	1X	2X	6X	12X
1/4 page	\$2,730	\$2,420	\$2,310	\$2,200
1/8 page	\$1,470	\$1,420	\$1,360	\$1,310
MARKETPLACE POSITION	1X	2X	6X	12X
Single	\$890	\$840	\$790	\$730
Double	\$1,790	\$1,680	\$1,580	\$1,420
<b>INSTORE:</b> limited spaces available. Includes image and 40 words of text    \$2,730				



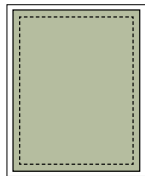


# Ad sizes



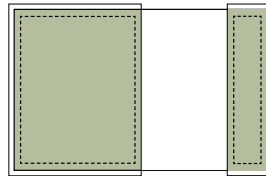
## Double page spread\*\*

16.25 x 10.75 trimmed  
16.75 x 11.25 bleed  
15.75 x 10.25 live area



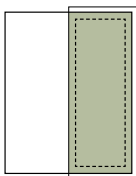
## Full page

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



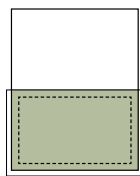
## 1 + 1/3 page spread

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



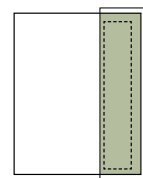
## 1/2 page vertical\*

3.979 x 10.75 trimmed  
4.479 x 11.25 bleed  
3.479 x 10.25 live area



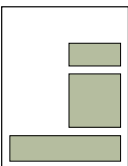
## 1/2 page horizontal

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

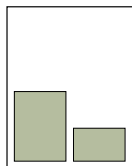
3.438 x 1.813

### 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.

\*\*Allow 0.5 inch from the spine on each page.

## MATERIAL SPECIFICATIONS

- preferred file format: press-ready PDF, 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](mailto:art@alive.com)  
(files under 25 MB), Dropbox, or WeTransfer.

# Deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January	October 19, 2022	November 1, 2022
February	November 16, 2022	November 30, 2022
March	December 21, 2022	December 29, 2022
April	January 18, 2023	January 31, 2023
May	February 21, 2023	March 1, 2023
June	March 22, 2023	March 31, 2023
July	April 18, 2023	May 2, 2023
August	May 17, 2023	May 31, 2023
September	June 21, 2023	July 4, 2023
October	July 19, 2023	August 2, 2023
November	August 23, 2023	August 31, 2023
December	September 25, 2023	October 3, 2023

## 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 are not accepted. Likewise, website advertisements offering supplements, vitamins, or other products not available in health food stores are not 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**

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

### **Tile ad**

Desktop and mobile view requires 300 X 250 pixels as a PNG, JPG, or GIF file.

### **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 June 2022

# alive.com

## Join us online

### Grow with us

Committed to tech leadership, *alive* partnered with digital media group Assembly in December 2020.

### 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\*

127,317  
MONTHLY SESSIONS  
(VISITORS)

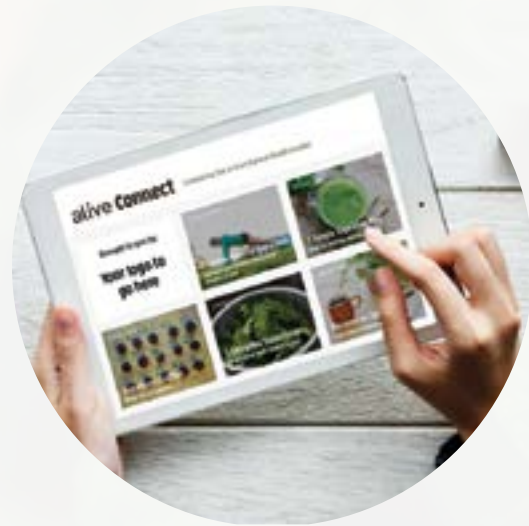
4.59  
PAGES/  
SESSION

52.94%  
BOUNCE RATE

2:06  
AVERAGE SESSION  
DURATION

583,985  
MONTHLY PAGE  
VIEWS (AD  
IMPRESSIONS)





# alive Connect

CONNECTING NATURAL  
HEALTH RETAILERS  
AND CUSTOMERS



## Connecting the Natural health retailer to their community

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)

- 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 are accepted via email at **art@alive.com** (less than 25 MB), **Dropbox** or **WeTransfer**

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August	May 17, 2023	May 31, 2022
September	June 21, 2023	July 4, 2022
October	July 19, 2023	August 2, 2022
November	August 23, 2023	August 31, 2022
December	September 25, 2023	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, *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  
SUPPLEMENT  
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**

## AD MATERIALS

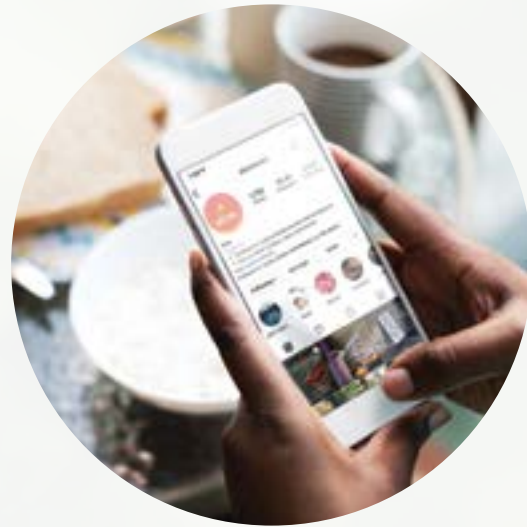
Ads accepted via email at [art@alive.com](mailto:art@alive.com)  
(less than 25 MB), **Dropbox**, or **WeTransfer**.





## Deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January	December 15, 2022	December 22, 2022
February	January 18, 2023	January 25, 2023
March	February 15, 2023	February 22, 2023
April	March 17, 2023	March 24, 2023
May	April 18, 2023	April 25, 2023
June	May 18, 2023	May 25, 2023
July	June 16, 2023	June 23, 2023
August	July 18, 2023	July 25, 2023
September	August 18, 2023	August 25, 2023
October	September 15, 2023	September 22, 2023
November	October 18, 2023	October 25, 2023
December	November 17, 2023	November 24, 2023



## Social Media

REACHING 100,000+ HIGHLY  
ENGAGED CONSUMERS



📷 @alivehealth #alivemagazine

🐦 @aliveHealth

📘 @alive.healthwellness

📺 @alivemag

# 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\*

 **29K+**  
FOLLOWERS

 **23K+**  
FOLLOWERS

 **110K+**  
MONTHLY VIEWS

 **13K+**  
FOLLOWERS

## OUR IMPACT\*

**86,970**  
OVERALL IMPRESSIONS

**77,074**  
OVERALL REACH

**10,612**  
OVERALL ENGAGEMENT

**Toronto, Ontario**  
TOP PLACE

**Female, 35-44**  
TOP GENDER AND AGE

*\*as of May 2022*

# 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*

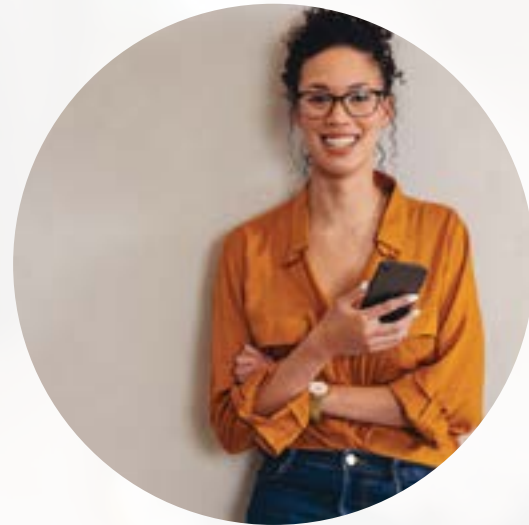
### **Instagram/Facebook takeover**

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 toplines, get custom analysis as needed.

## KEY FACTS

3,500+

alive LISTENS  
SUBSCRIBERS

2,200+

CANADIAN

1,100+

US

87%

COMPLETION RATE

72%

PARTICIPATION RATE

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





## alive Syndicated Research

**GET TO KNOW  
YOUR CUSTOMERS**

presented by alive Listens



# Evolution of Wellness

*alive syndicated research annual subscription \$24,000*

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 they expect 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 2023 *alive* Awards, please contact [awards@alive.com](mailto:awards@alive.com).





## alive Executive Summit

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







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