



*alive* USA

AMERICA'S MOST INSPIRING  
NATURAL HEALTH MAGAZINE

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2024 MEDIA KIT

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## 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

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 few years have taught us anything, it's that our health, and the education supporting 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



## *alive's* reach is your reach

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

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### 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

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# What *alive* is loving in 2024

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 delicious and nutritious.

*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 athletes and innovative people who show us all how to be alive.

## 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 ...**

- 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, and specifications

Questions about any of this technical stuff? Email [advertise@alive.com](mailto:advertise@alive.com). We're always happy to help.

MONTH	AD RESERVATION	MATERIAL DUE
January/February	October 19, 2023	November 2, 2023
March/April	December 21, 2023	January 4, 2024
May/June	February 22, 2024	March 7, 2024
July/August	April 18, 2024	May 2, 2024
September/October	June 27, 2024	July 11, 2024
November/December	August 22, 2024	September 5, 2024

INSIDE POSITION	1X	3X	6X
Double-page spread	\$22,220	\$21,100	\$19,980
Full page	\$11,975	\$11,375	\$10,775
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
On the Shelf (Limited spaces available. Includes image and 50 words of text.)	\$4,730	N/A	N/A

### PRICING AND PAYMENT

- Pricing is subject to change without notice. Prices are 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 5.313 trimmed
16.75 x 11.25 bleed	8.625 x 11.25 bleed	4.479 x 11.25 bleed	8.625 x 5.563 bleed
15.75 x 10.25 live area	7.125 x 10.25 live area	3.479 x 10.25 live area	7.125 x 5.063 live area
<i>(Allow 0.5 inch from the spine on each page.)</i>	<i>*As page placement is not guaranteed, include bleed for both right and left pages.</i>		

## Material specifications

- preferred file formats: 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 colors to **CMYK**
- ads must be approved by *alive* prior to publication for content and design

Ads accepted via email at [USAart@alive.com](mailto:USAart@alive.com) (files under 25 MB).

For larger files, please use **Dropbox** or **WeTransfer**.



WE'RE LOOKING  
FORWARD TO  
GROWING A GREAT  
PARTNERSHIP  
WITH YOU

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*thrive*

*alive* USA

CNHR

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*delicious living* Retailer Preview

*sage*

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With the participation of the Government of Canada.

