

*alive* Canada

CANADA'S NATURAL HEALTH  
AND WELLNESS MAGAZINE

DISTRIBUTION

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2025 MEDIA KIT

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## 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.*

Health continues to be at the forefront of consumers' minds, and shoppers are craving information on all natural health topics.

## THEY ARE LOOKING TO YOU FOR CLARITY ON TOPICS LIKE

- natural versus 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.

**It will be the BEST marketing tool your business invests in.**





## We are here to support YOU

*alive* magazine publishes the latest information available in natural health. For 50 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 five 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 POSTIVE 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**, on average, in each issue
- > refer to the average *alive* issue **3 times**, enhancing exposure to advertising messages
- > buy organic (**58%**)



## 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.



# 2025 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: Detox • Enhanced Performance

**Featuring:** Detoxifiers and cleanses

- Eco cleaning • Greens powders and supplements
- Muscle- and strength-building supports
- Sports nutrition • Plant-based protein • Garlic

*Keep those New Year's health intentions achievable by taking on the future and letting go of the past. This month, alive offers information and advice that will build muscles and cleanse toxins, helping you renew yourself—inside and out.*

**ON DISPLAY:** *Detox and performance enhancement*

## APRIL: Immune Health • Allergies

**Featuring:** Immune-supporting superfoods

- Antihistamines • Cancer prevention and detection • Collagen • Garlic • Oil of oregano

*Our bodies work hard to protect us, even if they sometimes overreact. This month, alive looks at strategies for supporting our immune system and managing its responses—from allergies to cancers—through our diet, fitness, and lifestyle choices.*

**ON DISPLAY:** *Immune health*

## FEBRUARY: Heart and Metabolic Health

**Featuring:** Healthy cholesterol supports

- Heart health • Circulation aids • Digestive aids
- Medicinal mushrooms

*During this month of love and romance, we explore what keeps our blood pumping and 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 and metabolic health*

## MAY: Women's Health

**Featuring:** Women's health • Natural skin/ beauty • Mother's Day • Cannabis for women's health • Disease prevention • 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: Healthy Aging • Natural Beauty

**Featuring:** Natural beauty products • Bone and joint health • Cannabis & CBD (for pain and for skincare) • Safe sunscreen • Muscle- and strength-building supports • Collagen • Garlic

*Spring is here and old trees are sprouting new leaves. In this issue, alive shares the latest on how to embrace our aging bodies and their natural beauty with whole food recipes and products for bone, joint, and skin health.*

**ON DISPLAY:** *Healthy aging and natural beauty*

## JUNE: Men's Health

**Featuring:** Men's health • Adrenal and prostate health • Muscle- and strength-building supports • 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 support men—with information from fitness, diet, and supplement routines to the best preventive health practices.*

**ON DISPLAY:** *Men's health*



# 2025 Calendar

## JULY: Pain • Inflammation

**Featuring:** Cannabis & CBD for pain relief • Balms and oils for soothing joints and muscles • Antioxidants and anti-inflammatory superfoods • Pain management supplements

*Soothe your aches, pains, and inflammations with some summer heat! In this issue, alive focuses on pain and inflammation—how to prevent, reduce, and relieve it by better understanding our bodies and surroundings.*

**ON DISPLAY:** *Anti-inflammation and pain management*

## AUGUST: Children's Health

**Featuring:** Herbs and supplements for kids' daily health • Omegas • Probiotics • Plant-based proteins • Natural products for kids' mental health

*Our children are the future. 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*

## SEPTEMBER: Colds, Flu, and Viruses

**Featuring:** Cold, flu, and virus 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:** *Colds, flu, and viruses*

## OCTOBER: Brain and Mental Health

**Featuring:** Brain-boosting supports • MCT oil • Fish oils • Electrolyte powders • Cannabis & CBD for anxiety and depression • Brain-gut connection • Plant-based proteins • Collagen

*Brain health doesn't need to be as scary as Halloween night! This month, alive explores the many ways we can be good to our brains. We look at tips, tricks, and treats that will help keep our mental health grounded and our brain activity boosted.*

**ON DISPLAY:** *Brain and mental health*

## NOVEMBER: Diabetes • Digestive Health

**Featuring:** Microbiome supports • Probiotics • Digestive health • Fermented foods • Natural weight management • Sugar alternatives • Diabetes prevention and blood sugar control • Plant-based proteins

*With the fall drawing to a close, alive is preparing for the winter. Join us as we discover how to stay active while indoors and prevent those after-dinner snores—all with an eye to improving blood sugar and gut health.*

**ON DISPLAY:** *Diabetes*

## DECEMBER: De-stressing • Positivity

**Featuring:** Stress relief supports • Cannabis & CBD for stress / anxiety • Low-waste & eco-friendly holiday products

*This issue, alive embraces the holiday season to unwrap the latest information about stress, how it affects our health, and how we can navigate stress with diet, habits, and supplements. Plus, how to stay positive during the darkest months.*

**ON DISPLAY:** *De-stressing and mood-boosting*



## *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 the 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, not only to 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%

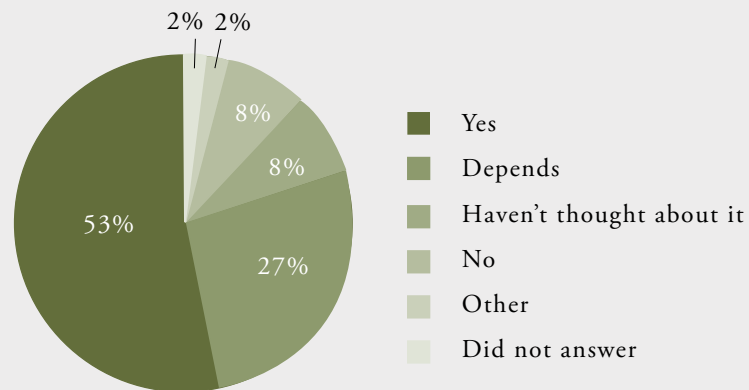
SAY THEIR CUSTOMERS WANT  
TO BUY PRODUCTS THAT ARE  
FEATURED IN *alive*

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

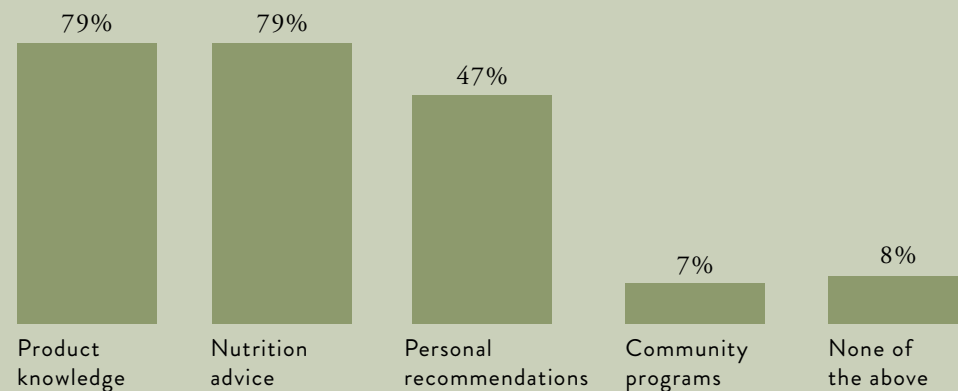
*alive* helps your customers understand the benefits of supplementation, as well as which products to use and why, which then drives them to your store to make their purchase. We help get people inside your door.

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

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

- atmosphere, product selection/choice, quality, like-minded staff and customers
- availability of 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 out *alive*, you instantly create greater target market reach for your store through your cover imprint.

IN A MAY 2022 STUDY

93%

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



# Imprint options

Select one of the following imprint formats to appear on your personal shipment of *alive* magazine. Once we receive your selection, we will send you a proof of your imprint with your store information.

## SINGLE LOCATIONS

### LOGO

#### STORE NAME

Address  
City Province Postal Code  
Phone number / Website  
Free format up to 35 characters long

☐ Store Name with Separate Logo

#### STORE NAME OR LOGO

Location Name  
Address City Province Postal Code  
Phone number / Website  
Free format up to 60 characters long

☐ Store Name or Logo

## MULTIPLE LOCATIONS

#### STORE NAME

Address #1 Address #2  
City, Province, Postal Code City, Province, Postal Code  
Phone number / Website Phone number / Website  
Free format up to 60 characters long

☐ 2 Locations Under One Store Name

#### STORE NAME

Store Location #1 Store Location #2 Store Location #3

Free format up to 60 characters long

☐ 3 Locations

## IMPRINT REQUIREMENTS

1. Store contact information (e.g., address, phone number, website).
2. Store logo in Adobe Illustrator, Photoshop, TIFF, or PDF file format.
3. Logo file must be black and white (no grayscale) at 300 dpi.
4. Actual imprint size is 7.25" x 1.5".
5. Fonts and imprints are fixed in style and size, unless you provide your entire imprint in PDF format.

### If you have any questions

Please contact us at 1.800.663.6580 ext. 619  
or [sales@alive.com](mailto:sales@alive.com).





# Distribution deadlines and pricing

In *alive's* national market study, 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 customers
- + 75% agree that the cover imprint with their store information helps them increase brand awareness in their local market

## PRICING

Number of copies per month	Cost per magazine
100	\$1.14
250	\$0.99
500	\$0.89
1,000	\$0.82
2,000 +	\$0.77

### All magazine pricing includes:

- + free shipping to your store
- + your store location listing on the *alive.com* Retailer Locator
- + your store message custom imprinted on the cover of each of your magazines

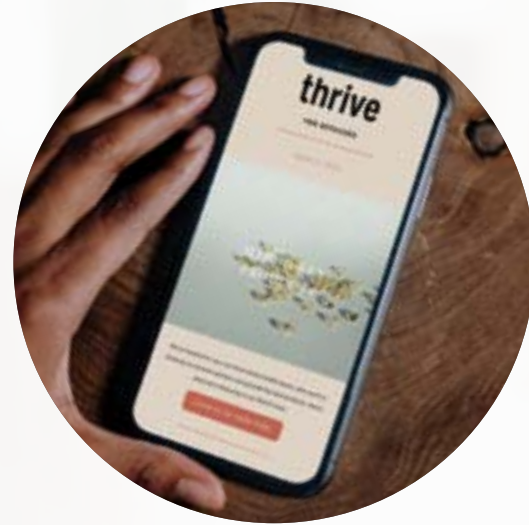
These deadlines are applicable for any changes you wish to make to your magazine order, including quantity changes and alterations to your imprint.

## MONTH DEADLINE

January	October 31, 2024
February	November 28, 2024
March	January 2, 2025
April	January 30, 2025
May	March 6, 2025
June	April 3, 2025
July	May 1, 2025
August	May 29, 2025
September	July 3, 2025
October	July 31, 2025
November	September 4, 2025
December	October 9, 2025

### Place your order with *alive*

Please contact us at 1.800.663.6580 ext. 619 or [sales@alive.com](mailto:sales@alive.com).



*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.

### **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





## 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 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

4,700+

alive LISTENS  
SUBSCRIBERS

2,800+

CANADIAN

1,100+

US

87%

COMPLETION RATE

32%

PARTICIPATION RATE

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





Choose natural.

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

*alive* magazine

*thrive*

*alive* USA

*CNHR*

*Live Naturally*

*delicious living*

*delicious living* Awards

*delicious living* Retailer Preview

*sage*

*alive.com*

*alive* Academy

*alive* Connect

*alive@work*

*alive* Awards

*alive* Listens

*alive* eNewsletter

*alive* Executive Summit



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With the participation of the Government of Canada.

