



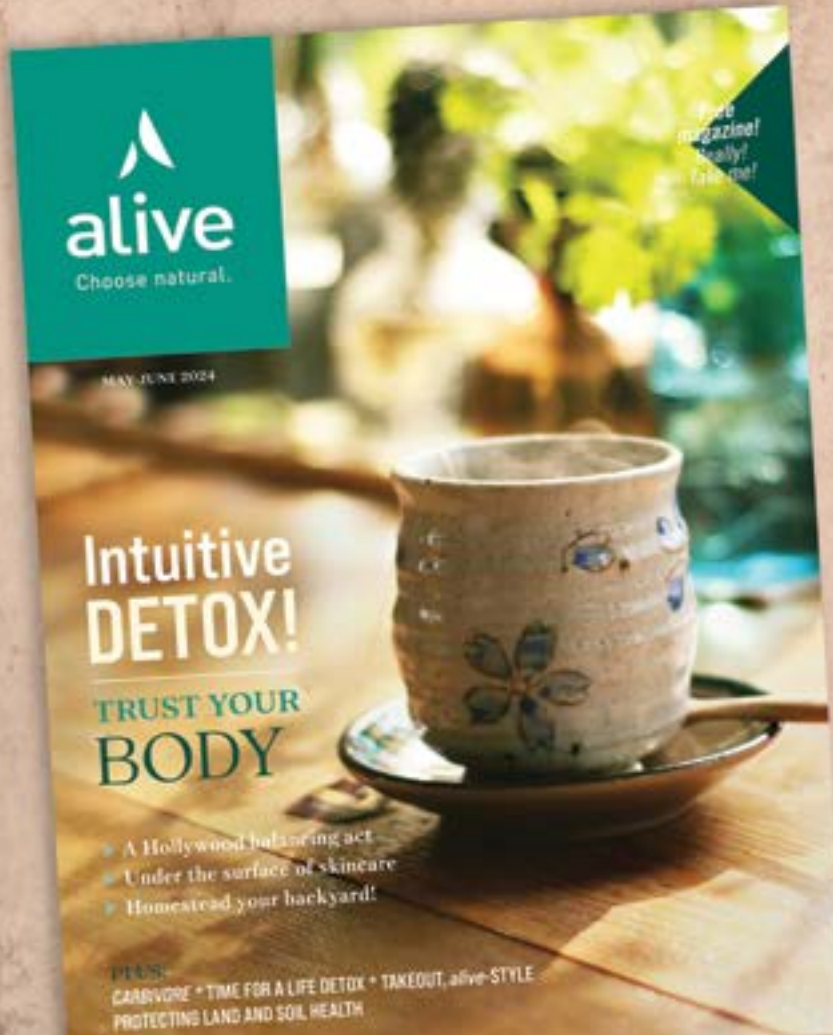
alive USA

AMERICA'S MOST INSPIRING
NATURAL HEALTH MAGAZINE

2025 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

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 Markets, 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 2025

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.

Editorial calendar

JANUARY/FEBRUARY: Heart Health

- Metabolic health
- Increased performance
- Sports nutrition products
- Plant-based proteins
- Heart-healthy supplements
- Collagen
- CBD for athletes and for heart health

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

MARCH/APRIL: Brain Health

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

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

MAY/JUNE: Healthy Aging

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

Must-have products: ***Healthy aging***

JULY/AUGUST: Digestive Health

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

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

SEPTEMBER/OCTOBER: Kids' Health

- Allergies
- 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

- Herbs and supplements for cold, flu, and virus; 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. We're always happy to help.

| MONTH | AD RESERVATION | MATERIAL DUE |
|-------------------|-------------------|-------------------|
| January/February | October 17, 2024 | October 31, 2024 |
| March/April | December 19, 2024 | January 2, 2025 |
| May/June | February 20, 2025 | March 6, 2025 |
| July/August | April 17, 2025 | May 1, 2025 |
| September/October | June 26, 2025 | July 10, 2025 |
| November/December | August 21, 2025 | September 4, 2025 |

| 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 (files under 25 MB).

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




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

 [@alivehealth](#) | [#alivemagazine](#)

 facebook.com/alive.health.wellness

 [@alivemagazine](#)



APG.ALIVE.COM

1.866.700.7008

ADVERTISE@ALIVE.COM

With the participation of the Government of Canada.

