

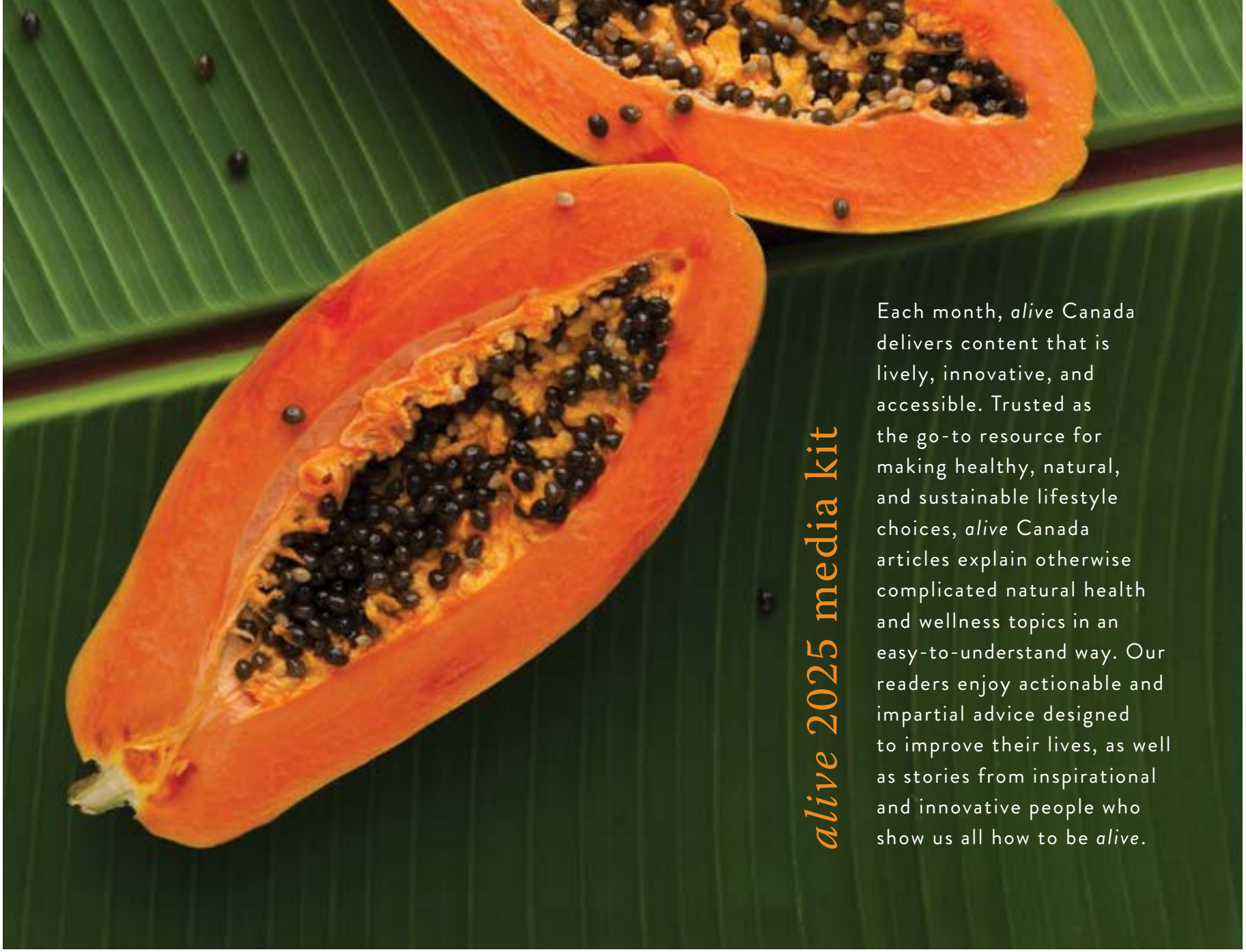


alive Canada

CANADA'S NATURAL HEALTH
AND WELLNESS MAGAZINE

ADVERTISING

2025 MEDIA KIT



alive 2025 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 50 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 past few years have taught us anything, it's that our health, and the education surrounding it, are 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 are constantly 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 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.

KEY FACTS

CIRCULATION

165,000

COPIES

LOCATIONS

800+

RETAIL POINTS
ACROSS CANADA

FREQUENCY

Monthly

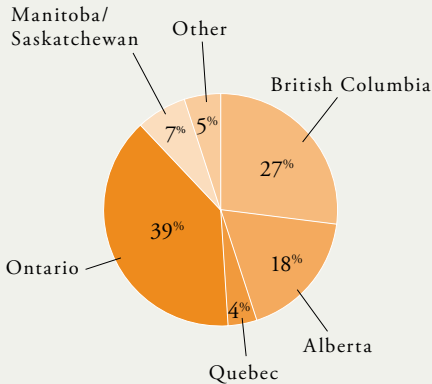
READERSHIP

3.4

READERS
PER COPY

GEOGRAPHIC BREAKDOWN

alive IS DISTRIBUTED
NATIONALLY.





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*

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

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

Source: Navigating Natural Health in Canada. *alive* & Ipsos Reid

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

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

FEBRUARY: Heart 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 health

MARCH: Healthy Aging

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

APRIL: Immune Health

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

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

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 and 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 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 health*

NOVEMBER: 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: *Digestive health*

DECEMBER: De-stressing

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.

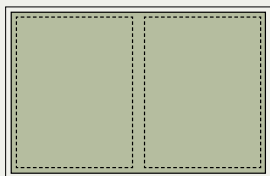
ON DISPLAY: *De-stressing*

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
IN STORE: limited spaces available. Includes image and 40 words of text \$2,730				

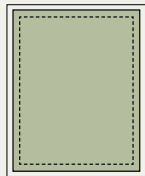


Ad sizes



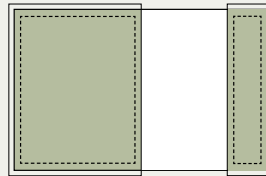
Double page spread**

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



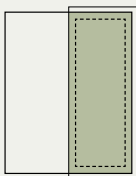
Full page

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



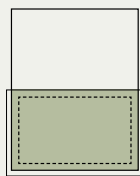
1 + 1/3 page spread

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



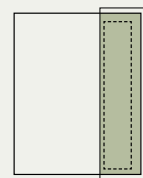
1/2 page vertical*

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



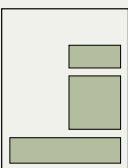
1/2 page horizontal

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

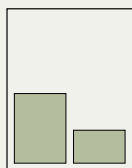
3.438 x 1.813

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
(files under 25 MB), Dropbox, or WeTransfer.

Deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January	October 17, 2024	October 31, 2024
February	November 14, 2024	November 28, 2024
March	December 19, 2024	January 2, 2025
April	January 16, 2025	February 1, 2025
May	February 20, 2025	March 6, 2025
June	March 20, 2025	April 3, 2025
July	April 17, 2025	May 1, 2025
August	May 15, 2025	May 29, 2025
September	June 19, 2025	July 3, 2025
October	July 17, 2025	July 31, 2025
November	August 21, 2025	September 4, 2025
December	September 25, 2025	October 9, 2025

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.

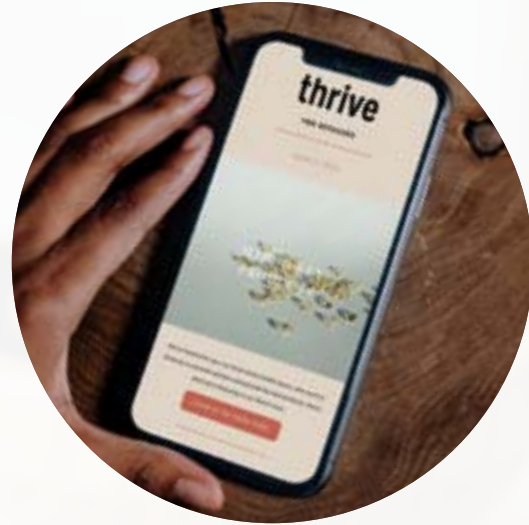
Advertising in *alive* supports health food store sales.

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).

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.

Spotlighting Key Products

Key Product Features provide a preview of supplements and other products advertised in the coming month's issue of *alive* magazine. Each Feature includes a handy description of each item, alongside highlights and selling points, that enables you to plan your inventory and promotional materials.

Rates

thrive offers opportunities that ensure your brand message is received by retailers!

Key Product Features

- Key products are \$150 per feature, or are included free of charge with the purchase of each full page in *alive*.
- 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.

Run-of-site tile ads are available in two pricing structures.

1. Full-page *alive* advertisers: \$500 per static ad or \$750 per animated ad
2. All others: \$1,000 per static ad or \$1,500 per animated ad

Dedicated e-blast

Have an announcement or product launch?

A dedicated e-blast to our 3,000+ retailers' inboxes is \$1,500.



alive.com

RETHINKING DIGITAL FOR
NATURAL HEALTH BRANDS



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

Consumers are increasingly interested in healthy aging and supporting their outward beauty with internal, natural health. There is also an increased interest in preventative health following the pandemic, and health-conscious North Americans want to be informed about how to stay ahead of illness. They're turning to online channels like *alive.com* for their information.

Leverage trusted content

The *alive.com* archives contain thousands of articles on every natural health topic imaginable, from allergies to zinc. Readers trust *alive* articles and recipes, which are crafted by natural health experts—think NDs, RDs, and holistic chefs. Plus, content is constantly optimized to drive new visits. The result is a robust and reliable resource going back years, and that archive can be leveraged by you, too.

KEY FACTS

72,000+
MONTHLY SESSIONS
(VISITORS)

57.41%
BOUNCE RATE

375,000+
MONTHLY PAGE
VIEWS (AD
IMPRESSIONS)

1:42
AVERAGE SESSION
DURATION



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)

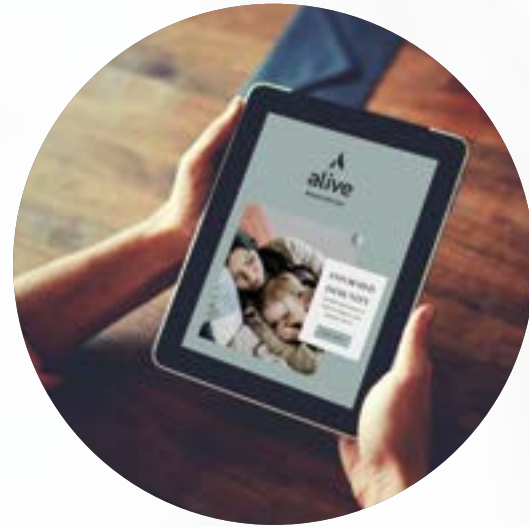
Appears upon initial page load and consistently as users explore content. Maximizes exposure time.

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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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

20,000+

The *alive* eNewsletter is a trusted resource, driving open rates above industry averages.

20%

AVERAGE OPEN RATE FOR OTHER
HEALTH AND FITNESS eNEWSLETTERS

17%

AVERAGE OPEN RATE FOR OTHER
VITAMIN SUPPLEMENT eNEWSLETTERS

34%

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

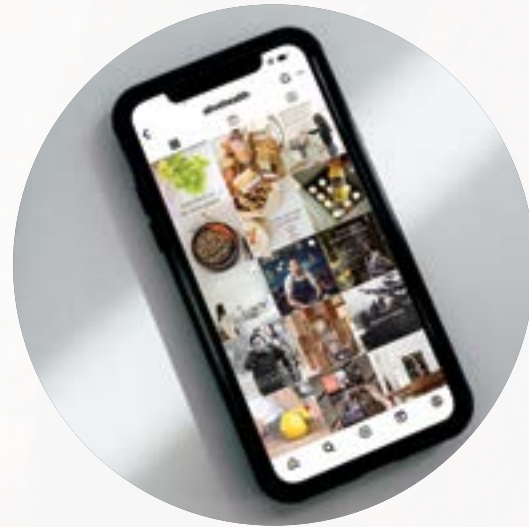
- target *alive* eNewsletter subscribers that have opted in to receive direct communications from you
 - available only for special offers, coupons, discounts, and other giveaways that benefit the reader
 - you send us your creative, and *alive* sends out messages on your behalf
- \$1,125**

AD MATERIALS

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

Deadlines

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September	August 20, 2025	August 27, 2025
October	September 17, 2025	September 24, 2025
November	October 29, 2025	November 5, 2025
December	November 23, 2025	December 3, 2025



Social Media

REACHING 100,000+ HIGHLY
ENGAGED CONSUMERS



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

 **37K+**
FOLLOWERS

 **25K+**
FOLLOWERS

 **100K+**
MONTHLY VIEWS

OUR IMPACT

150,000
MONTHLY
IMPRESSIONS

100,000
MONTHLY
REACH

10,000
MONTHLY
LIKES AND COMMENTS

Toronto, Ontario
TOP PLACE

Female, 35-44
TOP GENDER AND AGE

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 post with original photography.

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 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 2025 *alive Awards*, please contact 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.

alivesummit.com



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 for more information.



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.

