



alive

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2022 MEDIA KIT

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*alive.com*

RETHINKING DIGITAL FOR  
NATURAL HEALTH BRANDS



\*as of July 2021

*alive.com*

*Join us online*

**Grow with us**

Committed to tech leadership, *alive* partnered with digital media group Assembly in December 2020. This is expected to expand *alive's* monthly visitor numbers to more than seven figures per month.

**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\***

73,000

MONTHLY SESSIONS  
(VISITORS)

2.66

PAGES/  
SESSION

68.75%

BOUNCE RATE

1:23

AVERAGE SESSION  
DURATION

193,000

MONTHLY PAGE  
VIEWS (AD  
IMPRESSIONS)

63%

US TRAFFIC

19%

CANADIAN  
TRAFFIC