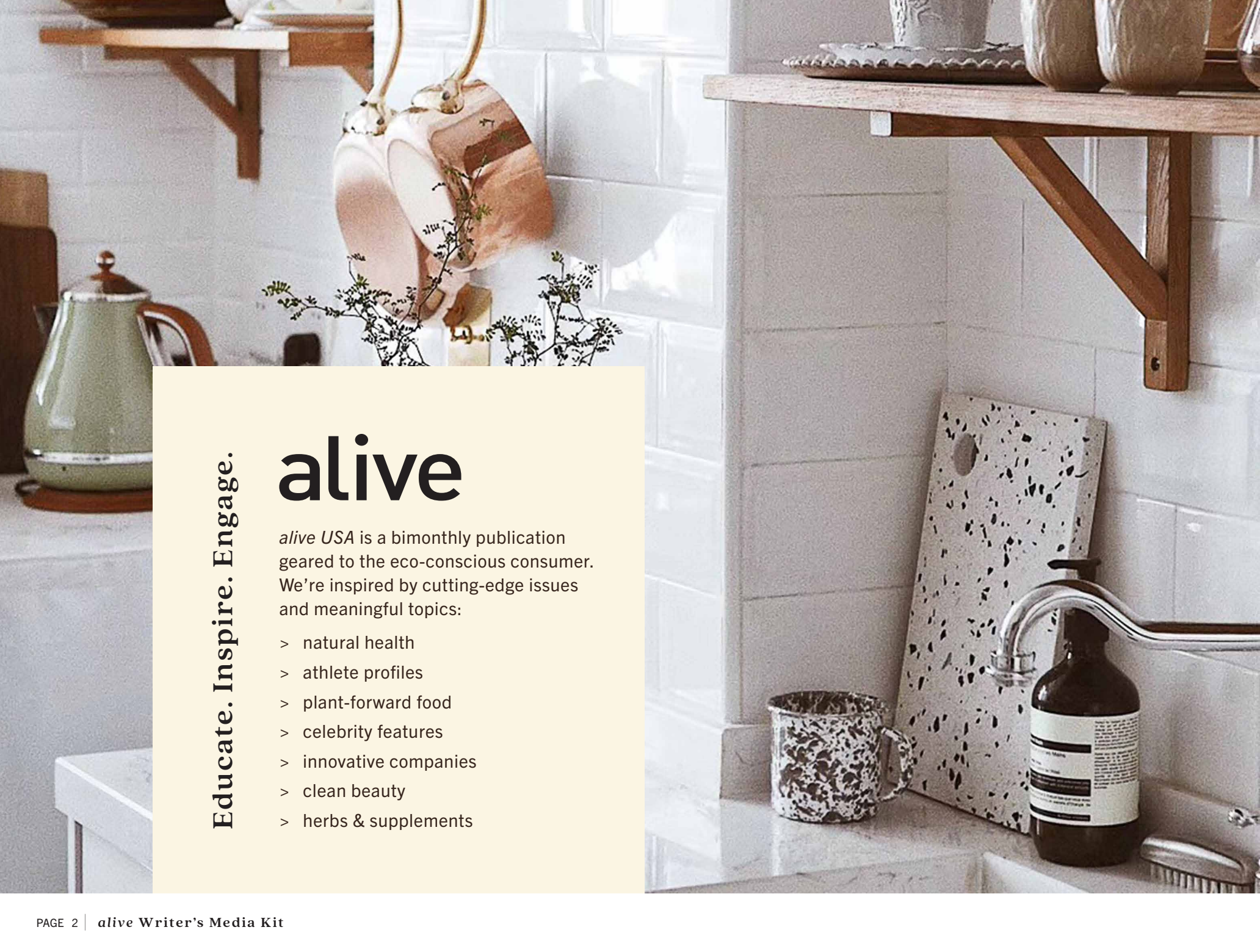




2024 Media Kit

Writer's Edition

SUPPLEMENT INTEL • FITNESS NUTRITION • NEW RESEARCH
• MUST-HAVE PRODUCTS • INNOVATIONS & TRENDS
INSPIRING PERSONALITIES • EXPERT ADVICE • SHOPPING
LISTS • TOO MUCH GREAT CONTENT TO LIST HERE



Educate. Inspire. Engage.

alive

alive USA is a bimonthly publication geared to the eco-conscious consumer. We're inspired by cutting-edge issues and meaningful topics:

- > natural health
- > athlete profiles
- > plant-forward food
- > celebrity features
- > innovative companies
- > clean beauty
- > herbs & supplements



alive is committed to providing reliable, research-driven health and wellness content that addresses current and promising topics of interest in the world of natural health.

We are committed to offering information that appeals to an educated reader's desire to learn more about topics they value and new information on subjects fresh to the natural health scene.



Our content also provides editorial support to our advertising partners. For this reason, a portion of our content delivers scientifically backed information on supplements and natural health products designed to enhance the health and lifestyle of our readers.



Queries may be sent directly to our Editor-in-Chief.

Tracy Peternell
tracy.peternell@alive.com



What alive is loving in 2024

With *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 gorgeous and nutritious.

Here's a sneak peek at what we have in store for the coming year.

In 2024,
we're doubling down on educating our readers on natural immune support, CBD, sports nutrition, and trending natural health products and supplements!



2024 EDITORIAL CALENDAR

January/February *Heart Health*

We're excited about...

- Sports nutrition products
- Heart-healthy supplements
- CBD for athletes and for heart health

Must have products:

Heart health products

March/April *Brain Health*

We're excited about...

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

Must have products:

Brain health products

May/June *Detox*

We're excited about...

- Natural detoxifiers and cleansing products
- Clean beauty products
- CBD for nonaddictive pain relief

Must have products:

Detox products

2024 EDITORIAL CALENDAR

July/August *Digestive Health*

We're excited about...

- Microbiome/immune support, including probiotics
- Natural digestive health products
- CBD for digestive health

Must have products:

Digestive health products

September/October *Kids' Health*

We're excited about...

- The best supplements for kids
- Immune support for kids
- Muscle-and strength-building supplements for fall fitness goals

Must have products:

Kids' health products

November/December *Immune Health*

We're excited about...

- Herbs and supplements for colds and flu
- Immune health and preventive products
- CBD for stress and sleep

Must have products:

Immune health products



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



facebook.com/alive.health.wellness



[@alivehealth](https://www.instagram.com/alivehealth) | [#alivehealth](https://www.instagram.com/alivehealth)



[alivemag](https://www.pinterest.com/alivemag)

apg.alive.com

