



alive Canada

CANADA'S NATURAL HEALTH
AND WELLNESS MAGAZINE

DISTRIBUTION

2024 MEDIA KIT

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 consumer's 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 more than 48 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 over four 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 POSITIVE
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.



2024 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: Digestive Health

Featuring: microbiome support • probiotics
• digestive health • fermented foods
• natural weight management • sports nutrition
• plant-based proteins • mushrooms

*What better time to put your digestive health in order than at the beginning of a new year? Not only is it a good time for a fresh start, it's an ideal time to reset our body's digestive equilibrium with support and advice from *alive*.*

ON DISPLAY: *Digestive health*

APRIL: Cancer • Immune Health

Featuring: immunity • superfoods
• cancer prevention and detection • collagen
• garlic • oil of oregano

*It's a difficult subject, but one most of us face at some point in our lives. This month, *alive* looks at strategies for decreasing our risk of cancer—from diet and lifestyle choices to immune system health.*

ON DISPLAY: *Immune health*

FEBRUARY: Heart Health

Featuring: healthy cholesterol supports
• heart health • sports nutrition

*During this month of love and romance, we explore what keeps 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*

MAY: Women's Health

Featuring: women's health • natural skin/beauty
• Mother's Day • cannabis for women's health
• 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: Detox • Natural Beauty

Featuring: detoxifiers and cleanses
• eco cleaning • natural beauty • green powders and supplements • cannabis for skin and relaxation • sports nutrition • garlic

*As we look ahead to spring renewal, we also look to rid ourselves of unavoidable contaminants from the air, water, and soil. This month, *alive* offers advice to help detoxify and cleanse—inside and out.*

ON DISPLAY: *Detox*

JUNE: Men's Health

Featuring: men's health • adrenal and prostate health • muscle and strength building
• 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 give it to them—from fitness, diet, and supplement information to protecting their health through prevention.*

ON DISPLAY: *Men's health*

2024 Calendar

JULY: Brain Health/Skin Health

Featuring: brain-boosting • MCT oils • fish oils
• electrolyte powders • skin health • collagen
• cannabis for anxiety and depression
• brain-gut connection • plant-based proteins
• safe sunscreen

This month, alive explores the many ways we can be good to our brains. We look at tips and strategies to help keep our brains firing along with brain-boosting supplements and lifestyle choices to support it. We also share expert advice on how to nurture, care for, and protect our skin with the help of natural health products and protection.

ON DISPLAY: Brain health

OCTOBER: Healthy Aging/ Pain Management & Inflammation

Featuring: bone and joint health • cannabis for pain and inflammation • muscle health and strength • collagen • garlic

Healthy aging is achieved by maintaining good health as we move into our senior years. In this issue, alive reveals the latest on how to achieve longevity and health through the ages with whole food recipes and natural products that promote bone, joint, and muscle health.

ON DISPLAY: Healthy aging

AUGUST: Children's Health

Featuring: herbs and supplements for kids' daily health • plant-based proteins
• omegas • probiotics
• natural products for kids' mental health

Our children are the future. With a new school year right around the corner, 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

NOVEMBER: Diabetes/Sleep Management

Featuring: diabetes prevention and blood sugar control • sleep management • cannabis for sleep
• plant-based proteins

Healthy sleep habits are critical to overall health and wellness. This month, alive offers the latest research and natural supports for a good night's sleep. We also offer expert advice and strategies for early diabetes detection and blood sugar management.

ON DISPLAY: Diabetes

SEPTEMBER: Cold & Flu

Featuring: cold and flu prevention, treatment, and 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: Cold & flu

DECEMBER: De-stressing/Holidays

Featuring: stress relief • cannabis for stress
• low-waste and eco-friendly holidays

As we prepare for the holiday season ahead, alive unwraps information and advice about how stress affects our health and well-being and how herbs and supplements can play a role in decreasing stress and supporting our overall health during this month of celebration.

ON DISPLAY: De-stressing



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 your 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%

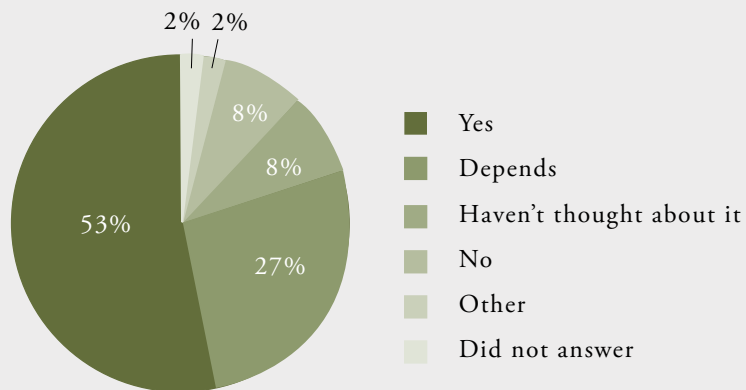
SAY THEIR CUSTOMERS WANT
TO BUY PRODUCTS THAT ARE
FEATURED IN *alive*

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

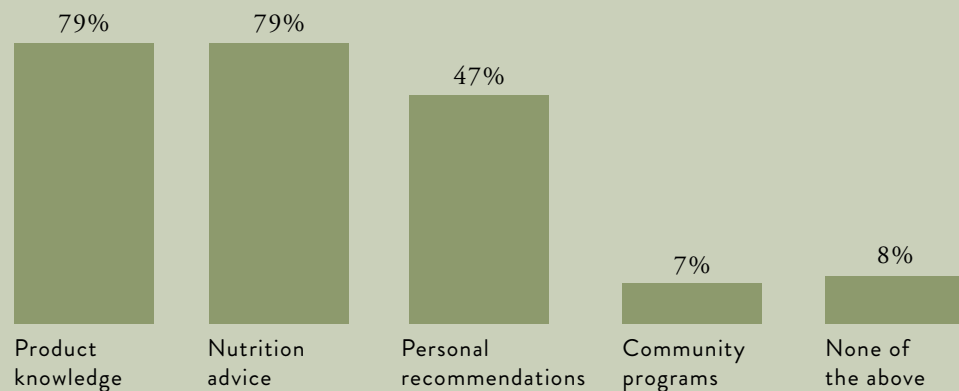
alive helps your customers understand the benefits of supplementation, as well as which products to use and why, which then drives them to your store to make their purchase. We help get people in your door.

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 it out, 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.



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

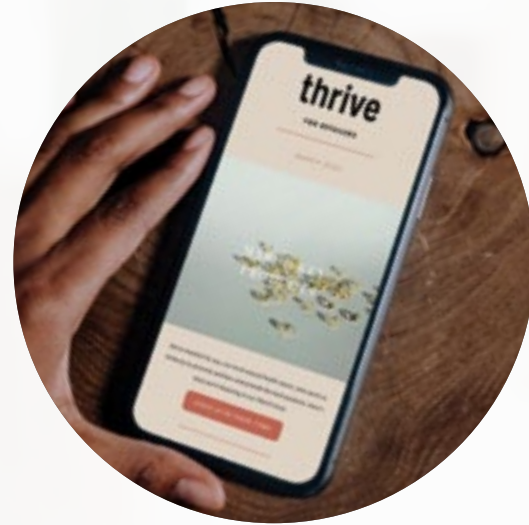
These deadlines are applicable for any changes you wish to make to your magazine order, including quantity changes and alterations to your imprint.

MONTH DEADLINE

January	October 19, 2023
February	November 16, 2023
March	December 21, 2023
April	January 18, 2024
May	February 22, 2024
June	March 21, 2024
July	April 18, 2024
August	May 16, 2024
September	June 20, 2024
October	July 18, 2024
November	August 22, 2024
December	September 26, 2024

Place your order with *alive*

Please contact us at 1.800.663.6580 ext. 619 or 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.



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



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.

