

alive

CANADA'S NATURAL HEALTH AND WELLNESS MAGAZINE

classifieds

2010 media kit



With a reputation for leadership and integrity that spans its 30+ year history

alive is Canada's natural health and wellness magazine.



Fast facts

established	1975
published	monthly
distribution	national (English)
in print	200,000
single-issue reach	440,000



Affiliations



H.A.N.S.

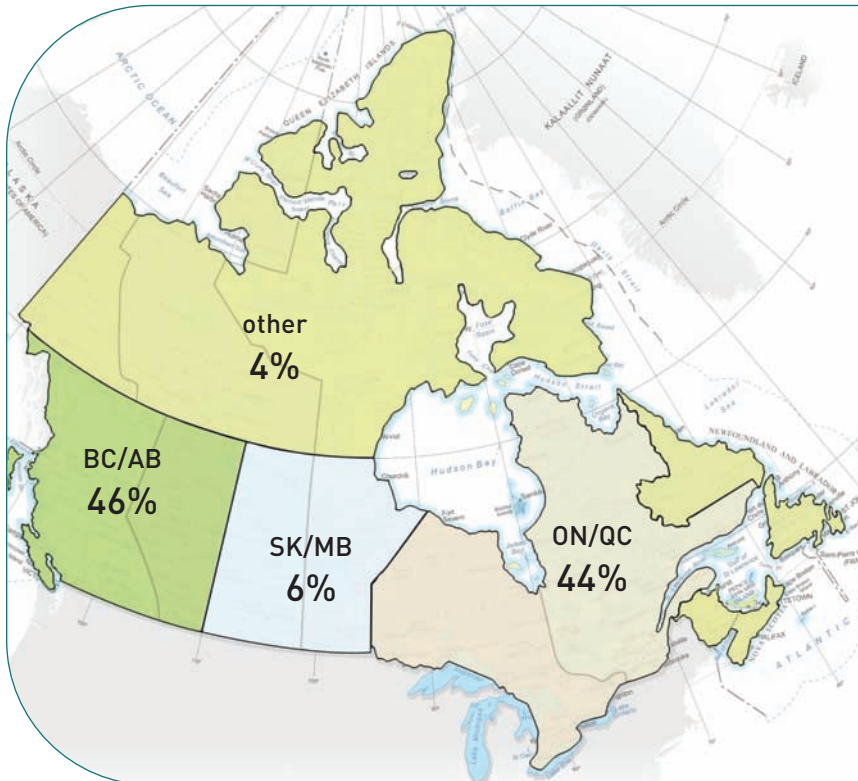


Canada



strategically positioning you

in front of 440,000 qualified buyers each month



90% have
been *alive*
readers
for more
than
one year

alive readers value the magazine

- 96% find *alive* an interesting magazine to read
- 90% have been *alive* readers for more than one year
- Average time spent with each issue is 1 hour 15 minutes
- 3 out of 5 readers refer to back issues of *alive*
- 86% recommend *alive* to friends and family
- 2.2 people read each copy

alive readers lead in natural health purchasing

- 94% trust *alive* as a source for information
- 78% make purchases based on what they read in *alive*
- 94% of readers have a strong influence on family purchases
- 77% prefer to buy brands they are familiar with
- 84% have a positive view of companies advertising in *alive*
- 84% plan to spend more on health products in the future

connecting with your consumers

Calendar

Issue	Issue #	Deadline	Month
January	327	November 4	Goal Setting
February	328	December 2	Heart Health
March	329	January 6	Men's Health
April	330	February 3	Cancer
May	331	March 3	Detox
June	332	April 7	Alternative Medicine
July	333	May 5	Women's Health
August	334	June 2	Supplements A-Z
September	335	July 7	Children's Health
October	336	August 5	Longevity
November	337	September 1	Diabetes
December	338	October 6	Year in Review

Rates

Word ads

\$4.25 per word, minimum charge of \$85 (or 20 words)

Boxed ads

\$180 per inch, per column; minimum 1 column width, 1 inch height; maximum 2 column width, 4 inch height

One colour (same as section header) may be added to the box for an additional \$60.

Canadian taxes apply.

Guidelines

- classified ads must not compete with health food store sales
- multi-level and direct-marketing ads are not supported
- prepayment is due 2 months prior to the print issue
- ads must be approved by *alive* prior to publication
- *alive* reserves the right to refuse ads at its own discretion
- *alive* reserves the right to change pricing without notice