

# BRINGING ALIVE ... ALIVE! BEHIND THE CURTAIN

WORDS // Tracy Peternell



The *alive* team at CHFA NOW Vancouver 2023

Welcome to the captivating world of *alive* magazine, where wellness meets wisdom, and every issue is a symphony of natural health. If you've ever wondered what goes into the making of your favourite periodical—the one that graces your shelves and entices your customers—join me. It's a journey filled with collaboration, research, and a sprinkle of editorial magic.

It all starts in the most unassuming places—conversations with colleagues, friends, and family. Amid tales of weekend adventures and intellectual anecdotes, seeds of inspiration for the coming issues take root. I love these moments, when an idea grows out of a simple thought and I become preoccupied by the angles we could approach the topic from. What's trending? What will pique the interest of the wellness world? These queries set the stage for a deep dive into the realm of research.

Ah, research, the backbone of each compelling article. The team and I embark on a quest for knowledge, scouring through studies, scrutinizing trends, and exploring emerging topics. Once the trove of information is amassed, it's time for curation. Picture a mosaic of tiles, capable of beauty in many formations, but just one that's exactly right; that's what crafting our *alive* lineup feels like.

However, the real alchemy happens as we carefully craft the requisition forms—our contracts, the foundation of our writer-editor relationships. Each contract is a blueprint, guiding our experts to weave their magic into words. Then, with a stroke of our digital pen, articles are commissioned, and the countdown begins.

Three weeks. That's the amount time our writers are granted to craft their knowledge and research into a masterpiece. With articles in hand, our editorial sorcery commences.

Fact-checking is our art, polishing each word our passion. Like a gemstone, each piece should shine and captivate our readers if it's to be considered a success.

Once all articles are edited, finalized, and assembled perfectly like pieces of a puzzle, it's my turn again. I read through the issue, imagining myself as a first-time reader, settling in for a relaxing read that I hope will educate, inspire, and incite powerful emotion. Editorial pieces, including my monthly letter to our readers, receive their finishing touches.

And then, off it goes—the full issue of content—to our design wizards. Guided by our creative director, Scott Yavis, and our brand's ethos, they work their visual magic. The emotional journey envisioned for our readers comes to life through their creative lens, and I rely on them to bring these powerful words to life.

Crafting emotional responses is an art form. So, I immerse myself in the flow of the issue, the dance between content and design, ensuring each piece exists harmoniously with the others, inviting the reader into our world of wellness. Flow matters—it's the rhythm that guides our journey through *alive's* pages.

But wait, we're not quite finished. A pre-laser review (laser being a term we use to refer to a magazine proof) allows us to fine-tune the content and design before the larger team dives in. Once the nod of approval is granted, it's time for the laser process, a meticulous practice that ensures accuracy. Three rounds of scrutiny, three rounds to ensure perfection. It's the culmination of all our hard work, where every word and pixel finds its rightful place.

And there you have it. The magical, sometimes chaotic, always exhilarating journey of bringing *alive* magazine to life. Crafting each issue isn't just a process; it's a labour of love, a partnership of intellect and emotion, wrapped in a vibrant tapestry of natural health and wellness.

As I wish you well, remember, behind each beautiful cover lies stories woven with care and an unquenchable thirst for holistic living. Until the next issue, stay curious, stay inspired, and may your wellness journey always be *alive!* //

## What natural health retailers are saying about *alive* ...

“People love it! They anticipate the monthly drops and crave the recipes. I definitely think it opens customers to new products and trends.”

– Leah Langlois,  
Stay Wild Natural Health,  
Pemberton BC

“Our customers love *alive* magazine! They know to ask for the new edition every month. Most will comment about the recipes, but I think they also like to be informed of any new products that are being launched on the market.

“From the store's perspective, it is a nice tool to use to complement the service we offer. It is a little something extra that we can give to our clientele as a thank you ... if you hand it to them as you complete the transaction, it makes it feel more personal and I know my customers appreciate that.”

– Sebastian Wong, Ki Nature et  
Santé, Montreal, Quebec

“Our customers are always excited to get the new *alive* magazine for the month and feel extra special when they get it early. ... [They use it] to stay in the loop on health trends and enjoy articles that feature ways to better improve themselves.

“*alive* magazine has allowed us to better retain our customers; it is one more reason for our customers to keep coming back to our stores.”

– Kurt Astle, Aura,  
Surrey and Langley, BC

“*alive* is definitely anticipated by our customers each and every month. The recipes are popular, and the articles are always timely and relevant.

“It's a trusted advisor to many and, because of the education the magazine provides, it gives our customers reassurance the products they buy are relevant and correct to help with their specific needs. If they see a product in the magazine it gives them peace of mind ... [that it] will help improve their health.

“Customers have confidence in the information they read in *alive*. The trust in *alive* translates into trust in our Honey & Ginger brand as well.”

– Barb Brennan, Honey & Ginger,  
Dartmouth, Nova Scotia