

/ 2021 MEDIA KIT /

LiveNaturally

YOUR HEALTHY LIFE STARTS HERE

IN
STORES
SINCE
2013!



AVAILABLE
EXCLUSIVELY
THROUGH



An Established,
Successful and
Scalable Sales-and-
Marketing Platform

A Trusted,
Beautiful, Natural
Health Magazine —
In Store & Online

A Full Cycle Content-
to-Commerce
Platform Driving Sales
in Kroger Stores

Much More Than a Magazine

Build your brand relationship with Kroger shoppers using a customized *Live Naturally* multimedia advertising program.



IN PRINT



ONLINE

SOCIAL MEDIA

We Make Healthy Easy



MOBILE APP



OUR MISSION

ENCOURAGE

sales of natural products through engaging editorial content

EDUCATE

Kroger shoppers about healthy choices through dynamic editorial content and original recipes

PROMOTE

Kroger as the number one natural health grocer

Why Advertise?

Live Naturally delivers unrivaled access to new and loyal customers in a trusted, educational, objective editorial platform.



SHOPPERS

identify themselves as:

Cross-over
Natural-curious
Organic
Kid/Family
Conventional

CONSUMERS

identify themselves as:

Label Conscious
Brand Loyal
Savvy Organic
Health-Minded
Earth Conscious
Locally Influenced
Anti-GMO
Skeptical

Product reviews, recipes, coupons and more

Influence customers seeking healthier options for themselves and their families

Prominently displayed at the entry to stores

Readers see your ad while they shop

80%
of consumers
report confusion around healthy eating & shopping.

Source: FoodInsight.org

TRUSTED SOURCE

Live Naturally is much more than a data-driven shopper couponing program.

It's a go-to educational resource for the mainstream consumer.



In Print. In Store. In Hand.

Live Naturally is a quarterly magazine promoting natural food and products and is distributed exclusively through Kroger stores around the country.

IT'S FREE!

Uniquely branded to each division, this high-quality lifestyle magazine educates the Kroger shopper, influences purchasing decisions and shapes new buying habits.

↪ EASY CUSTOMER ACCESS!

The magazine is easy to find in custom branded racks at the entrance to stores and placed in pick up orders

↪ LOCAL AVAILABILITY!

All products featured in the magazine — advertising and editorial — are vetted to guarantee availability in local stores

↪ EXCLUSIVELY FOR KROGER!

High-quality content, engaging photography and recipes

DISTRIBUTION

1,435 Stores | 560,000 Copies | Quarterly 12 Divisions



COLORADO
75,000 Copies
145 Stores



OREGON
70,000 Copies
133 Stores



CALIFORNIA
70,000 Copies
180 Stores



MID-ATLANTIC
75,000 Copies
121 Stores



ATLANTA
55,000 Copies
120 Stores



UTAH
60,000 Copies
132 Stores



CINCINNATI
43,000 Copies
80 Stores



DALLAS
30,000 Copies
105 Stores



HOUSTON
30,000 Copies
109 Stores



WASHINGTON
12,000 Copies
66 Stores



ARIZONA
28,000 Copies
120 Stores



MICHIGAN
20,000 Copies
124 Stores

Easy
scan-to-shop
recipes on
mobile

HEALTHY
RECIPES

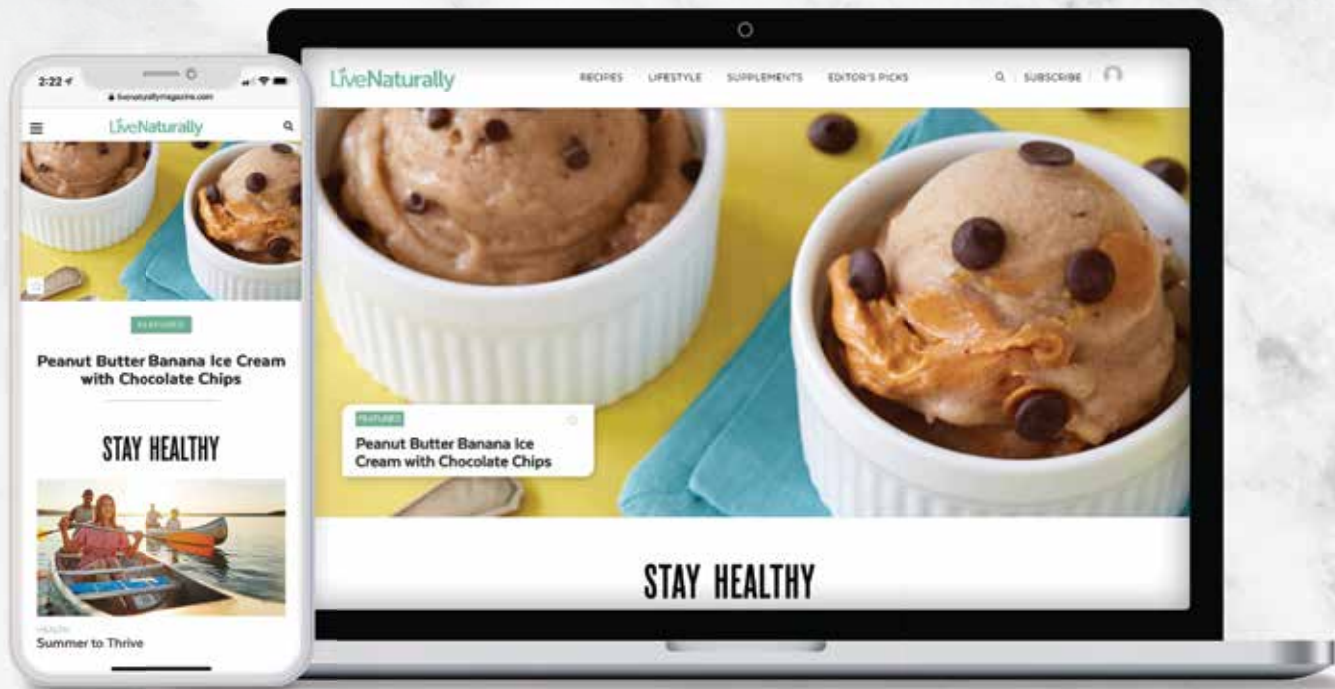
LIFESTYLE
CONTENT

PRODUCT
RECOMMENDATIONS

NATURAL
SUPPLEMENTS

HIGH VALUE
AD PLACEMENTS





LIVENATURALLYMAGAZINE.COM

Dynamic Digital Delivery

The *Live Naturally* website is the hub for a multi-dimensional natural wellness platform.

HEALTHY SHOPPABLE RECIPES

NATURAL PRODUCT REVIEWS

COOKING VIDEOS

SPONSORED CONTENT

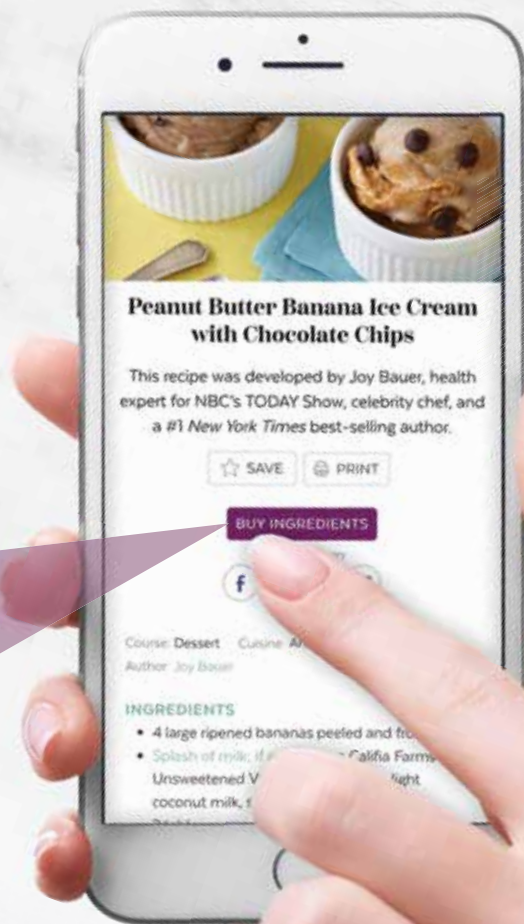
VITAMINS & SUPPLEMENTS

ORIGINAL CONTENT DAILY

LIFESTYLE, FITNESS & MORE!

EASY ONLINE SHOPPING

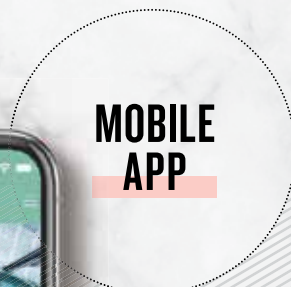
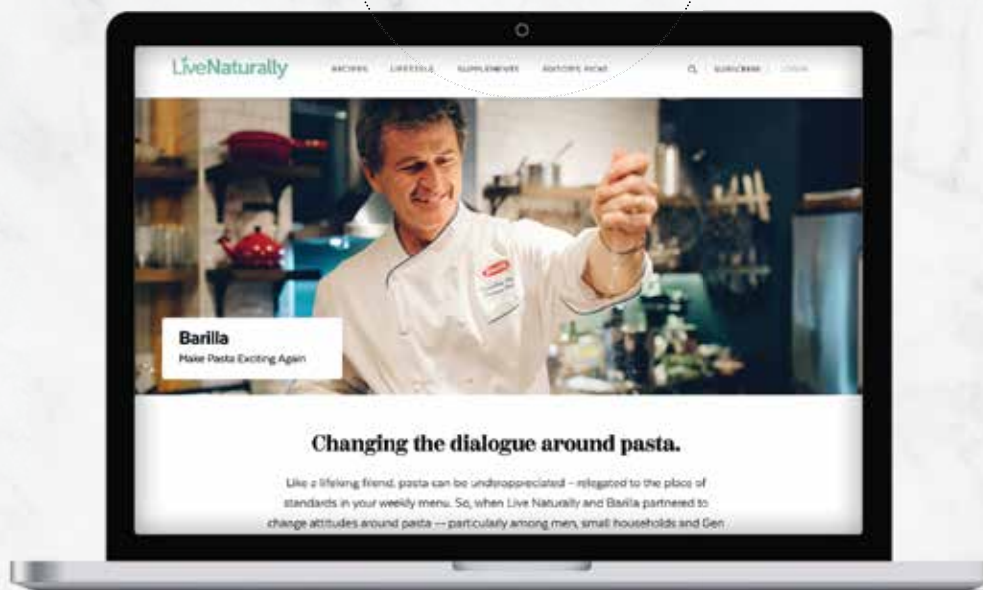
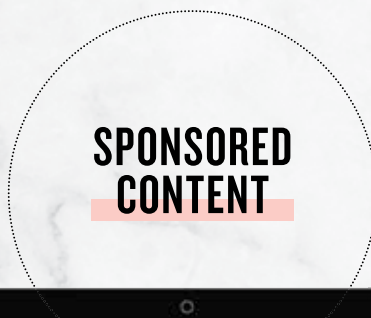
All recipes and products can be purchased directly through Kroger, linked to store inventory by zip code in real time, for home delivery or curbside pick up.



ONLINE



SOCIAL
MEDIA



E-NEWSLETTER



MOBILE
APP

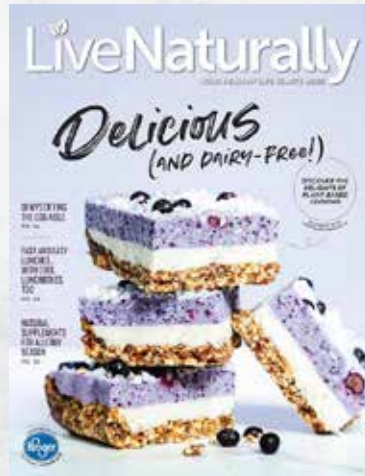


Mobile app features recipes and coupons for in-store, and easy click to buy for online shopping



Survey Says!

We polled readers across the country to get their feedback on *Live Naturally Magazine*.
The bottom line? **IT WORKS.**



FACT

Live Naturally Magazine influences buying decisions and changes habits among mainstream shoppers.

WOW!

95%

SAY THE MAGAZINE
INSPIRES THEM TO TRY
NEW PRODUCTS

“I enjoy the magazine because it [introduces] me to other products I haven’t tried yet.”

— RACHEL W., KROGER DALLAS

“When a new magazine comes out, I always put it in my cart and read it as soon as I can.”

— PAM V,
KING SOOPERS/CITY MARKET

70%

PURCHASED MORE
NATURAL AND ORGANIC
AS A RESULT OF
READING THE MAGAZINE.

66%

CONSIDER THEMSELVES
“CROSSOVER”
SHOPPERS, PURCHASING
BOTH “MAINSTREAM”
AND NATURAL
PRODUCTS

“KEEP ‘EM
COMING!!!”

— ALICE C,
KROGER MIDATLANTIC

77%

FIND THE
ADVERTISEMENTS
IN THE MAGAZINE
USEFUL

“I love everything about this magazine! From the articles to the recipes! Such a great resource! Thanks, Kroger!”

— HOLLY D,
KROGER MIDATLANTIC

“I love this magazine. It [gives] me recipes and information on products that I wanted to try ut didn’t know much about.”

— ANGELA K, KROGER ATLANTA

More
Than Half
SHARE THE
MAGAZINE WITH
OTHERS

2021/2022 Editorial Calendar

SUMM/FALL 2021

IN STORES
7/15/21 – 10/15/21

AD CLOSE:
5/28/21

HOLIDAY 2021

IN STORES
10/15/21 – 1/15/22

AD CLOSE:
8/28/21

WINTER 2022

IN STORES
1/16/22 – 4/15/22

AD CLOSE:
11/22/21

SPRING 2022

IN STORES
4/16/22 – 7/15/22

AD CLOSE:
2/18/22

	BACK TO SCHOOL	HEALTHY HOLIDAYS	NEW YEAR, NEW YOU	SPRING INTO HEALTH
KITCHEN	Frozen Treats Ice cream and sweets for hot summer days.	Many Milks Options abound, from dairy to plant-based.	Yogurts Galore From dairy to plant-based, this category continues to innovate.	Functional Beverages Drinks for hydration, energy, focus and more.
COMPARE				
HEALTHY SWAPS	Grilling Goodness Plant-based meats, condiments and buns, plus grilling tips, too.	An Eggucation A breakdown of the egg aisle, along with egg alternatives.	Super Cereals Natural cold and hot cereals, plus granolas, to suit all diets and tastes.	Vegan Dairy Dairy-free spreads, sour creams, dips and butters.
SMART SHOPPER	Healthy Frozen Pizzas, breakfast favorites and more in the frozen aisle.	What's for Breakfast Natural cold and hot cereals, and granolas, too.	Coffee Talk Best beans and cold-brews to satisfy your caffeine fix.	In the Deli Better-for-you sliced meat and plant-based options.
COOKING WITH KIDS	RECIPES FOR THE WHOLE FAMILY TO MAKE TOGETHER:			
	Back-to-School Breakfasts	Holiday Sweets	Baked Goodies	Energy Snacks
HEALTHY SNACKS	 Nearly every American (95%) snacks at least once a day, and 70% do so more than twice daily. In every issue, we'll highlight the top snack trends and latest additions to shelves from sweet to savory, including bars, chips, puffs, cookies, candies, crisps and more.			

EAT

HEALTHY KITCHEN	Pizzas with Pizazz Creative crusts and topping combos.	Talking Tapas Fun and flavorful small plates.	Flexitarian Family A range of recipes to please all dietary palates.	Best Burgers & Fries Tasty options beyond ground beef and potatoes.
FAST & FLAVORFUL	Great Grilling Tasty, easy recipes with meat, fruit and veggies.	Super Salads Hearty salads using the fare of fall.	Soup's On Warm and healthy soups for chilly nights.	Tasty Bowls Blending together a bevy of ingredients.
AROUND THE WORLD	A CULINARY & CULTURAL ADVENTURE THROUGH:			
	Italy	Scandinavia	Vietnam	France
CHEF IT UP	 Recipes, cooking tips and tricks in every issue from some of the top chefs, cookbook authors and wellness leaders across the country and around the world.			

SUPPLEMENTS

Adrenal Health

Aging

Brain Health

Digestion

Sleep

Stress

Heart Health

Immunity & Inflammation

Mitochondria Health

Allergies

Bone Health

Detoxification

Advertising Rates

Customize your ad placement to align with division product distribution.



COLORADO
75,000 Copies
145 Stores

	1x	4x
Full Page	\$4,600	\$4,100
1/2 Page	\$2,500	\$2,360
1/3 Page	\$1,925	\$1,760
2/3 Page	\$3,190	\$2,970
1-1/3 Pages	\$5,000	\$4,800
2-Page Spread	\$8,000	\$7,200



OREGON
70,000 Copies
133 Stores

	1x	4x
Full Page	\$4,600	\$4,100
1/2 Page	\$2,500	\$2,360
1/3 Page	\$1,925	\$1,760
2/3 Page	\$3,190	\$2,970
1-1/3 Pages	\$5,000	\$4,800
2-Page Spread	\$8,000	\$7,200



CALIFORNIA
70,000 Copies
180 Stores

	1x	4x
Full Page	\$4,600	\$4,100
1/2 Page	\$2,500	\$2,360
1/3 Page	\$1,925	\$1,760
2/3 Page	\$3,190	\$2,970
1-1/3 Pages	\$5,000	\$4,800
2-Page Spread	\$8,000	\$7,200



MID-ATLANTIC
75,000 Copies
121 Stores

	1x	4x
Full Page	\$4,600	\$4,100
1/2 Page	\$2,500	\$2,360
1/3 Page	\$1,925	\$1,760
2/3 Page	\$3,190	\$2,970
1-1/3 Pages	\$5,000	\$4,800
2-Page Spread	\$8,000	\$7,200



UTAH
60,000 Copies
132 Stores

	1x	4x
Full Page	\$4,600	\$4,100
1/2 Page	\$2,500	\$2,360
1/3 Page	\$1,925	\$1,760
2/3 Page	\$3,190	\$2,970
1-1/3 Pages	\$5,000	\$4,800
2-Page Spread	\$8,000	\$7,200



ATLANTA
55,000 Copies
120 Stores

	1x	4x
Full Page	\$4,600	\$4,100
1/2 Page	\$2,500	\$2,360
1/3 Page	\$1,925	\$1,760
2/3 Page	\$3,190	\$2,970
1-1/3 Pages	\$5,000	\$4,800
2-Page Spread	\$8,000	\$7,200



CINCINNATI
43,000 Copies
80 Stores

	1x	4x
Full Page	\$3,225	\$3,100
1/2 Page	\$1,800	\$1,750
1/3 Page	\$1,225	\$1,175
2/3 Page	\$2,200	\$2,100
1-1/3 Pages	\$3,550	\$3,400
2-Page Spread	\$6,000	\$5,600



SOUTHWEST
60,000 Copies
214 Stores

	1x	4x
Full Page	\$4,600	\$4,100
1/2 Page	\$2,500	\$2,360
1/3 Page	\$1,925	\$1,760
2/3 Page	\$3,190	\$2,970
1-1/3 Pages	\$5,000	\$4,800
2-Page Spread	\$8,000	\$7,200



ARIZONA
28,000 Copies
120 Stores

	1x	4x
Full Page	\$3,225	\$3,100
1/2 Page	\$1,800	\$1,750
1/3 Page	\$1,225	\$1,175
2/3 Page	\$2,200	\$2,100
1-1/3 Pages	\$3,550	\$3,400
2-Page Spread	\$6,000	\$5,600

\$17.6

BILLION

KROGER NATURAL
AND ORGANIC
SALES 2018

THAT'S A

40%

MARKET SHARE
OF SALES
NATIONWIDE!



MICHIGAN

20,000 Copies
124 Stores

	1x	4x
Full Page	\$3,225	\$3,100
1/2 Page	\$1,800	\$1,750
1/3 Page	\$1,225	\$1,175
2/3 Page	\$2,200	\$2,100
1-1/3 Pages	\$3,550	\$3,400
2-Page Spread	\$6,000	\$5,600



WASHINGTON

12,000 Copies
66 Stores

	1x	4x
Full Page	\$2,500	\$2,400
1/2 Page	\$1,400	\$1,350
1/3 Page	\$950	\$900
2/3 Page	\$1,700	\$1,600
1-1/3 Pages	\$2,750	\$2,650
2-Page Spread	\$4,500	\$4,200

Advertising Specs

BLEED: .125

TRIM SIZE: 8.375 X 10.875

SAFETY FROM TRIM: .25

UNIT SIZE	BLEED	TRIM SIZE	LIVE NON-BLEED
Spread	17 x 11.125	16.75 x 10.875	16.25 x 10.375
Full Page	8.625 x 11.125	8.375 x 10.875	7.875 x 10.375
2/3 Page (vertical)	5.5 x 11.125	5.25 x 10.875	5 x 10.375
1/2 Page (horizontal)	-----	-----	7.25 x 4.75
1/2 Page (horiz spread)	17 x 5.5	16.75 x 5.25	16.25 x 4.75
1/3 (vertical)	3 x 11.125	2.75 x 10.875	2.5 x 10.375

REQUIREMENTS

- PRODUCTS ADVERTISED MUST BE AVAILABLE IN STORES – **MINIMUM 80% IN EACH DIVISION**
- **UPCs MUST BE SUBMITTED** FOR ANY PRODUCTS FEATURED
- COUPONS MUST OFFER A **\$1 DISCOUNT OR MORE**

ADVERTISING DUE DATES

	Space Reservation	Materials Due	Coupon Expiration	In Stores
Summer/Fall 2021	5/28/21	6/3/21	11/15/21	Mid-July-Mid-Oct
Holiday 2021	8/28/21	9/1/21	2/15/22	Mid-Oct-Mid-Jan
Winter 2022	11/22/20	11/24/20	5/15/22	Mid-Jan-Mid-April
Spring 2022	2/18/21	2/22/21	8/15/22	Mid-April-Mid-July



WE CAN DESIGN YOUR AD

Provide high-res logo and images (300 dpi at 100%) with your ad copy
Two rounds of proofing included | \$450

SUBMIT MATERIALS

1 FILE FORMAT

Ad materials must be submitted as print-ready PDF/X1A files only, images CMYK, 300dpi at 100%, fonts embedded.

2 FILE TRANSFER

www.dropbox.com
User name:
ads@hungryyemedia.com
Password: password
Please place in appropriate folder.

3 CONFIRM UPLOAD

Notify us that you've uploaded your ad and provide the correct file name. Email to **susan@hungryyemedia.com**.

Questions about specs, materials extensions and all other
production-related questions, contact:

Susan Humphrey | susan@hungryyemedia.com | 720.476.7000

*Be a part
of Kroger's
explosive growth
in the natural
foods sector*



CONTACT

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