

/ 2022 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

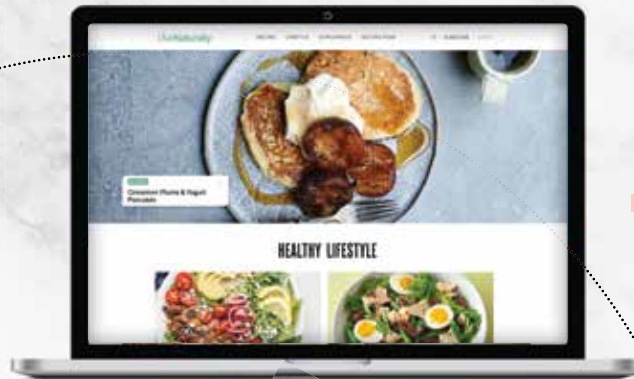


## Much More Than a Magazine

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



**IN PRINT**



**ONLINE**



**SOCIAL MEDIA**



**MOBILE APP**



### OUR MISSION

#### ENCOURAGE

sales of natural products through engaging editorial content

#### EDUCATE

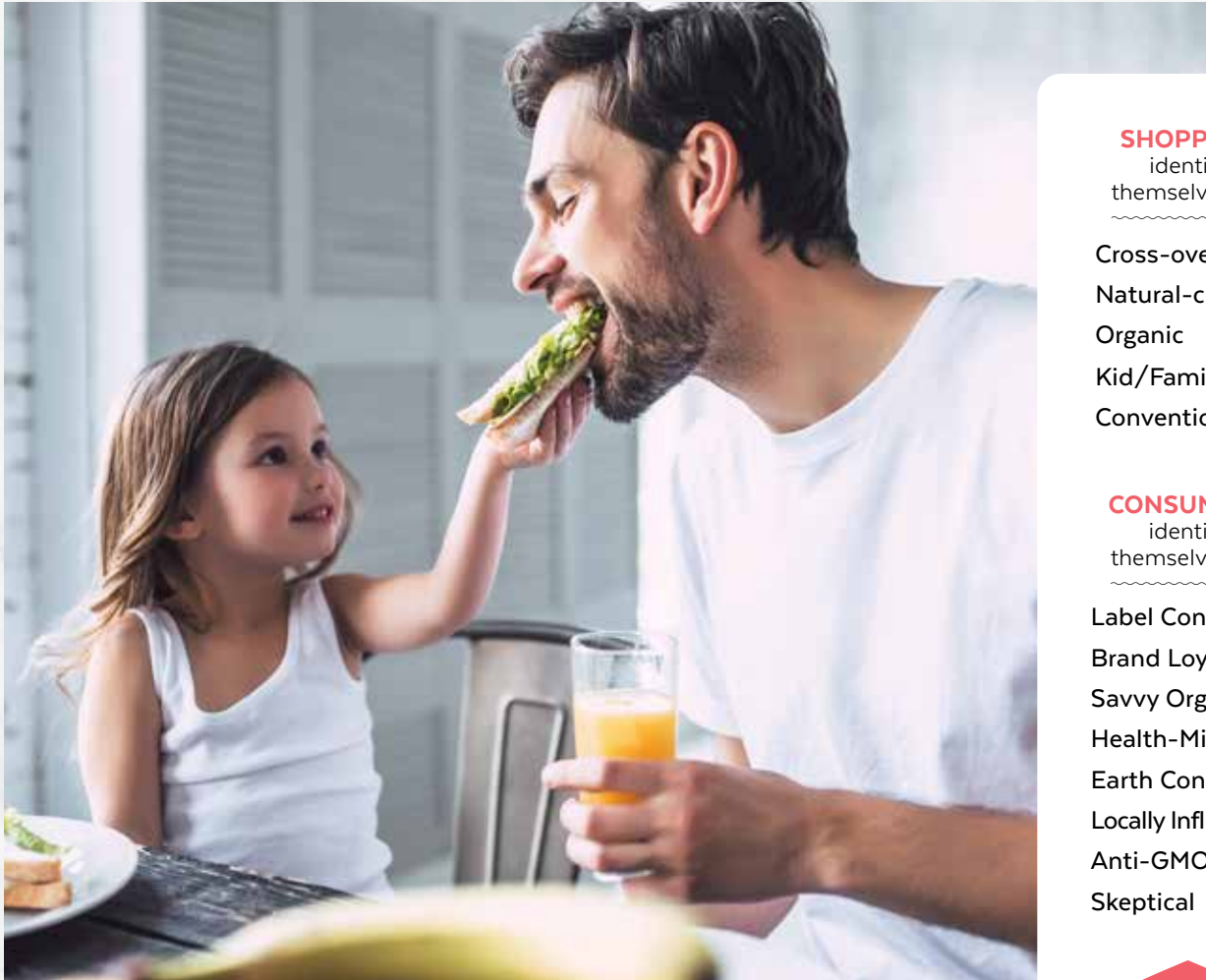
Kroger shoppers about healthy choices through dynamic editorial content and original recipes

#### 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





HEALTHY  
RECIPES

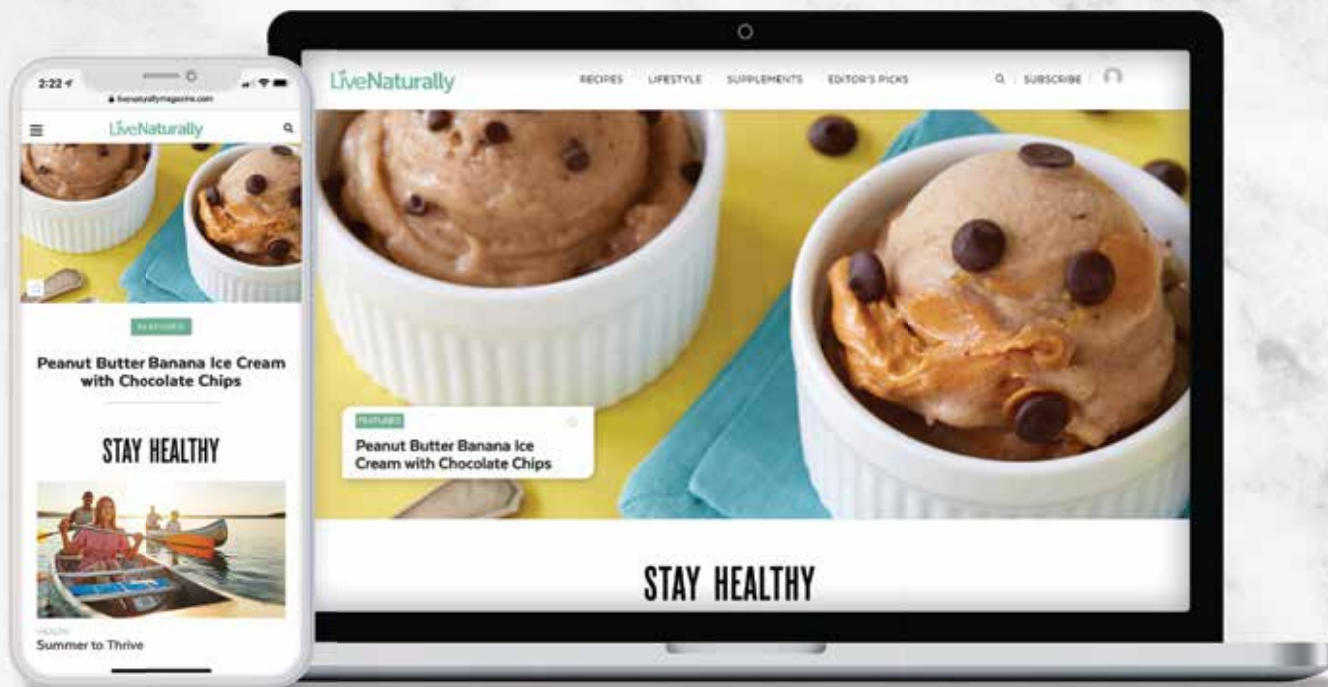
LIFESTYLE  
CONTENT

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

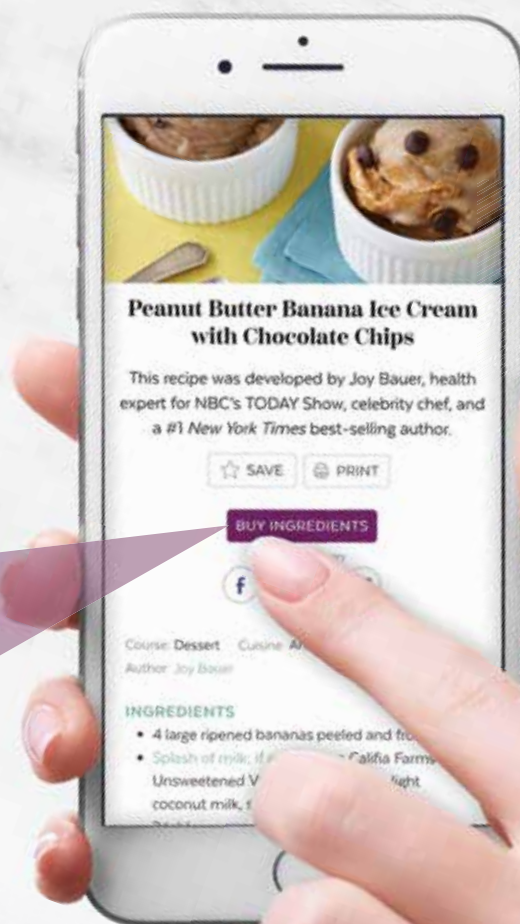
VITAMINS & SUPPLEMENTS

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.

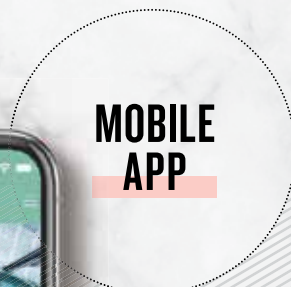
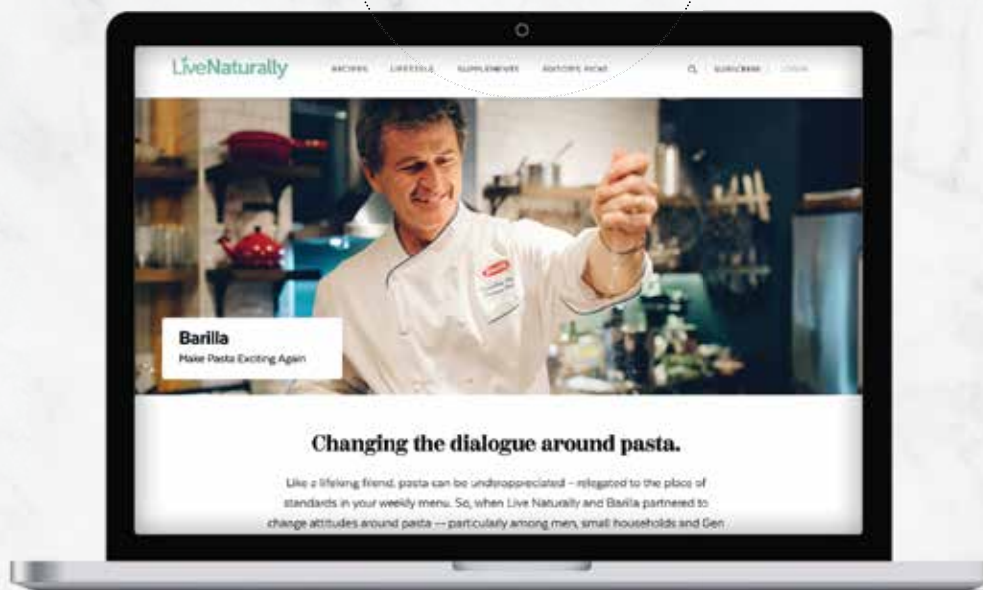
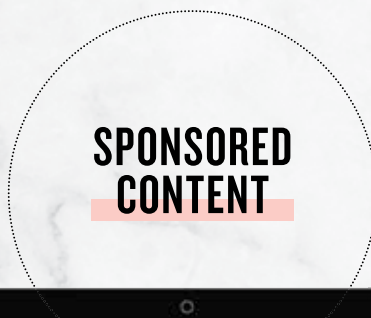




ONLINE



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



# 2022 Editorial Calendar

## 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

## SUMM/FALL 2022

**IN STORES**  
7/16/22 – 10/15/22

**AD CLOSE:**  
5/28/22

## HOLIDAY 2022

**IN STORES**  
10/16/23 – 1/15/23

**AD CLOSE:**  
8/28/22

	NEW YEAR, NEW YOU	SPRING INTO HEALTH	BACK TO SCHOOL	HEALTHY HOLIDAYS
<b>KITCHEN</b>	<b>Yogurts Galore</b> From dairy to plant-based, this category continues to innovate.	<b>An Eggucation</b> A breakdown of the egg aisle, along with egg alternatives.	<b>Better Baking</b> Flours and better-for-you mixes, from regular to gluten-free.	<b>Feelin' Frozen</b> No time to cook? Good-for-you options abound in the frozen aisle.
<b>COMPARE</b>				
<b>HEALTHY SWAPS</b>	<b>More Milks</b> Oat, soy, almond, coconut, hemp, pea—plus dairy options, too.	<b>Plant-Based Dairy</b> Milk-free options for cheese, sour cream and more.	<b>Meat Alternatives</b> The ever-expanding choices for vegetarians and vegans.	<b>Chips/Crackers/Dips</b> A healthy selection for snacks, potlucks and parties.
<b>SMART SHOPPER</b>	<b>Ready-to-Go Sauces</b> Natural jarred sauces easy-to-make meals.  <b>Pasta Alternatives</b> Pasta from lentils, beans, chickpeas, even cauliflower.	<b>Powdered Drinks</b> Protein, collagen and electrolyte powders.  <b>Tea Talk</b> Soothing, relaxing and healing teas.	<b>Cereals &amp; Granola</b> Healthy choices for a fast breakfast or snack, too.  <b>Nut Butters</b> Peanut, cashew, almond, sunflower and more.	<b>Cooking Oils</b> The healthiest options and how best to use them.  <b>Super Spices</b> Flavorful spices that boost any dish.
<b>SNACKS &amp; DRINKS</b>	 <b>BETTER BEVVIES &amp; THREE SNACKS WE LOVE</b> In every issue, we'll highlight top snack trends and the latest additions to shelves from sweet to savory, including bars, chips, probiotic nibbles, cookies, candies and crisps. Plus, the latest in functional drinks.			
<b>EAT</b>				
<b>HEALTHY KITCHEN</b>	<b>Stir Frying</b> Healthy meals whipped up in a wok.	<b>Instant Potting</b> Everything is easier and faster in an Instant Pot.	<b>Get Grilling</b> There's more to grilling than you think.	<b>Souper Blending</b> Smooth and tasty soups from the blender.
<b>29 OR LESS</b>	<b>Ready to Roast</b> One-pan recipes baked in the oven.	<b>Main Course Salads</b> Hearty salads to mix into the menu rotation.	<b>Very Mediterranean</b> Fresh and flavorful recipes inspired by the Blue Zones.	<b>One-Pot Dinners</b> Meals with big flavor and easy clean-up.
<b>AROUND THE WORLD</b>	<b>A CULINARY &amp; CULTURAL ADVENTURE THROUGH:</b>			
	<b>France</b>	<b>Korea</b>	<b>Brazil</b>	<b>Lebanon</b>
<b>CHEF IT UP</b>	 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.			
<b>BOOST</b>	<b>Immunity &amp; Inflammation</b>  <b>Heart Health</b>  <b>Sexual Health</b>	<b>Allergies</b>  <b>Detoxification</b>  <b>Eye Health</b>	<b>Adrenal Health &amp; Stress</b>  <b>Brain Health &amp; Focus</b>  <b>Bone Health</b>	<b>Digestive Health</b>  <b>Sleep</b>  <b>Metabolism</b>



# 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
<b>Winter 2022</b>	11/22/21	11/24/21	5/15/22	Mid-Jan-Mid-April
<b>Spring 2022</b>	2/18/22	2/22/22	8/15/22	Mid-April-Mid-July
<b>Summ/Fall 2022</b>	5/8/22	6/3/22	11/15/22	Mid-July-Mid-Oct
<b>Holiday 2022</b>	8/28/22	9/1/22	8/15/22	Mid-Oct-Mid-Jan



### 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](mailto:susan@hungryyemedia.com) | 720.476.7000



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



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