

*Live Naturally*

YOUR HEALTHY  
LIFE STARTS HERE

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2023 MEDIA KIT

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## What We Do

*We educate, we encourage, we promote.*

### Educate

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

### Encourage

sales of natural products through engaging editorial content

### Promote

natural brands to the mainstream and crossover Kroger shopper



## *Live Naturally is Unique*

Founded in 2013, *Live Naturally* Magazine has a simple mission: Inspire people to make healthy choices.

Distributed exclusively through Kroger stores across the US, we educate mainstream consumers on natural health through engaging editorial, delicious recipes, and product recommendations.





## Why Advertise with *Live Naturally*?

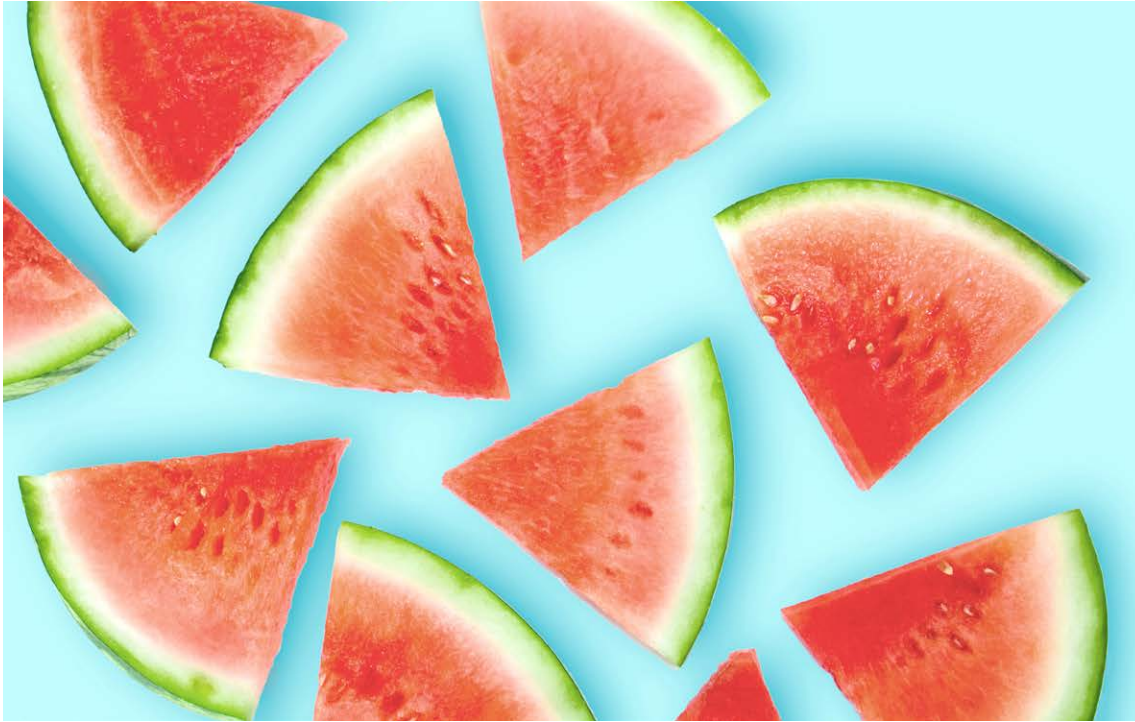
We offer unrivaled access to Kroger shoppers in a trusted and educational editorial platform.

- product reviews, recipes, coupons, and more
- supplements and vitamins education, shoppable through [vitacost.com](https://vitacost.com)
- influence customers seeking healthier options for themselves and their families
- prominently displayed at the entry to stores (Readers see your ad while they shop!)

### TRUST MATTERS

*Live Naturally* is more than a short-term digital shelf or data-driven coupon program. It's a go-to educational resource for the mainstream consumer.





## DISTRIBUTION

9 KROGER DIVISIONS

1,100

KROGER STORES TOP PERFORMING  
NATURAL STORES PER DIVISION

## CIRCULATION

350,000

COPIES ACROSS THE US

## FREQUENCY

4 ISSUES PER YEAR

## READERS

95%

SAY THE MAGAZINE  
INSPIRES THEM TO  
TRY NEW PRODUCTS

77%

SAY THEY FIND  
ADVERTISEMENTS  
IN THE MAGAZINE  
USEFUL

70%

PURCHASED MORE  
NATURAL & ORGANIC AS  
A RESULT OF READING  
THE MAGAZINE

66%

CONSIDER THEMSELVES  
"CROSSOVER" SHOPPERS,  
PURCHASING BOTH  
MAINSTREAM AND  
NATURAL PRODUCTS

> principal grocery shoppers and  
meal planners for the family

> predominantly female  
35 to 55 years old

> report a household income of  
\$120,000

> have children living  
in the home



## Our Reach

Uniquely branded to each Kroger division, this free, high-quality lifestyle magazine is easy to find in custom racks at the entrance to stores. Award-winning content and recipes influence purchasing decisions and shape new buying habits.

### Distribution of magazines in the US



**COLORADO**  
50,000 Copies  
145 Stores



**OREGON**  
50,000 Copies  
133 Stores



**CALIFORNIA**  
50,000 Copies  
180 Stores



**MID-ATLANTIC**  
50,000 Copies  
121 Stores



**ATLANTA**  
30,000 Copies  
120 Stores



**UTAH**  
30,000 Copies  
132 Stores



**CINCINNATI**  
30,000 Copies  
30 Stores



**DALLAS**  
30,000 Copies  
105 Stores



**HOUSTON**  
30,000 Copies  
109 Stores

# Editorial Calendar

## WINTER 2023: New Year, New You

As we enter the new year, health is top of mind for many of us. In this issue, Live Naturally is helping readers make the most of it with budget-friendly tips and tricks to help us feel (and be) our best!

### ➔ SPECIAL SECTION: HEALTH AND FITNESS

Recipes, insights, and tips for better health

- health on a budget
- fuel for fitness
- gut health
- functional beverages
- plant-based alternatives

### RECIPES

- ↪ simple swaps for gut health
- ↪ cold weather comforts
- ↪ international cuisine

### SUPPLEMENT HEALTH

- ↪ digestive health
- ↪ heart health
- ↪ detox

## SPRING 2023: Spring into Good Health

As the world around us comes alive, we're focusing on emerging from our winter hideouts and living with intention. That means rethinking what we buy and consume—for us, for the planet.

### ➔ SPECIAL SECTION: SPRING CLEAN

Recipes, insights, and tips for a healthy home

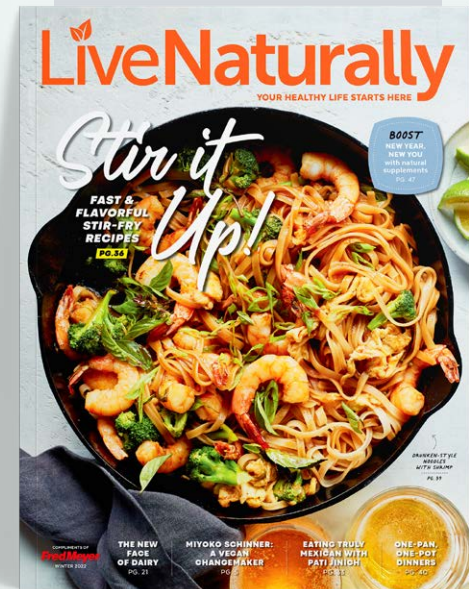
- personal growth and renewal
- healthy home, healthy life
- better beauty routines
- seasonal sippers
- oils

### RECIPES

- ↪ master the grill!
- ↪ plant-based foods, seasonal eats, and ethical meats
- ↪ international cuisine

### SUPPLEMENT HEALTH

- ↪ immune health
- ↪ men's & women's health
- ↪ allergy supports



IN  
EVERY  
ISSUE

### ➔ SNACKS WE LOVE

Editor's Pick: Top snack trends and latest additions to store shelves.

### ➔ NATURAL PRODUCT FOCUS

Editor's Pick: Featuring our favorite natural products and recommendations for readers.

# Editorial Calendar

## SUMMER/FALL 2023: Family

*This issue focuses on convenient ways to keep the whole family healthy as we make the most of the waning summer and dive back into the busy back-to-school (and cold and flu) season.*

### ➔ SPECIAL SECTION: BACK TO SCHOOL

*Recipes, insights, and tips for a healthy family*

- healthy and convenient
- brain-boosting juices and snacks
- navigating food allergies and sensitivities

### RECIPES

- ➔ healthy breakfasts on the fly
- ➔ 30-minute meals and plant-based delights
- ➔ international cuisine

### SUPPLEMENT HEALTH

- ➔ brain health
- ➔ children's health
- ➔ cold, flu, and virus

## FALL/HOLIDAY 2023: Fall into Good Health

*This season, we're getting cozy with good friends and comfort foods. Plus, we've included quick and healthy (frozen) meals for when you just don't feel like cooking.*

### ➔ SPECIAL SECTION: HEALTHY HOLIDAYS

*Recipes, insights, and tips for a healthy holiday season*

- comforts of home
- frozen foods
- seasonal libations
- plant power

### RECIPES

- ➔ festive dinner party favorites
- ➔ classic holiday treats
- ➔ international cuisine

### SUPPLEMENT HEALTH

- ➔ healthy aging
- ➔ diabetes
- ➔ de-stress and sleep

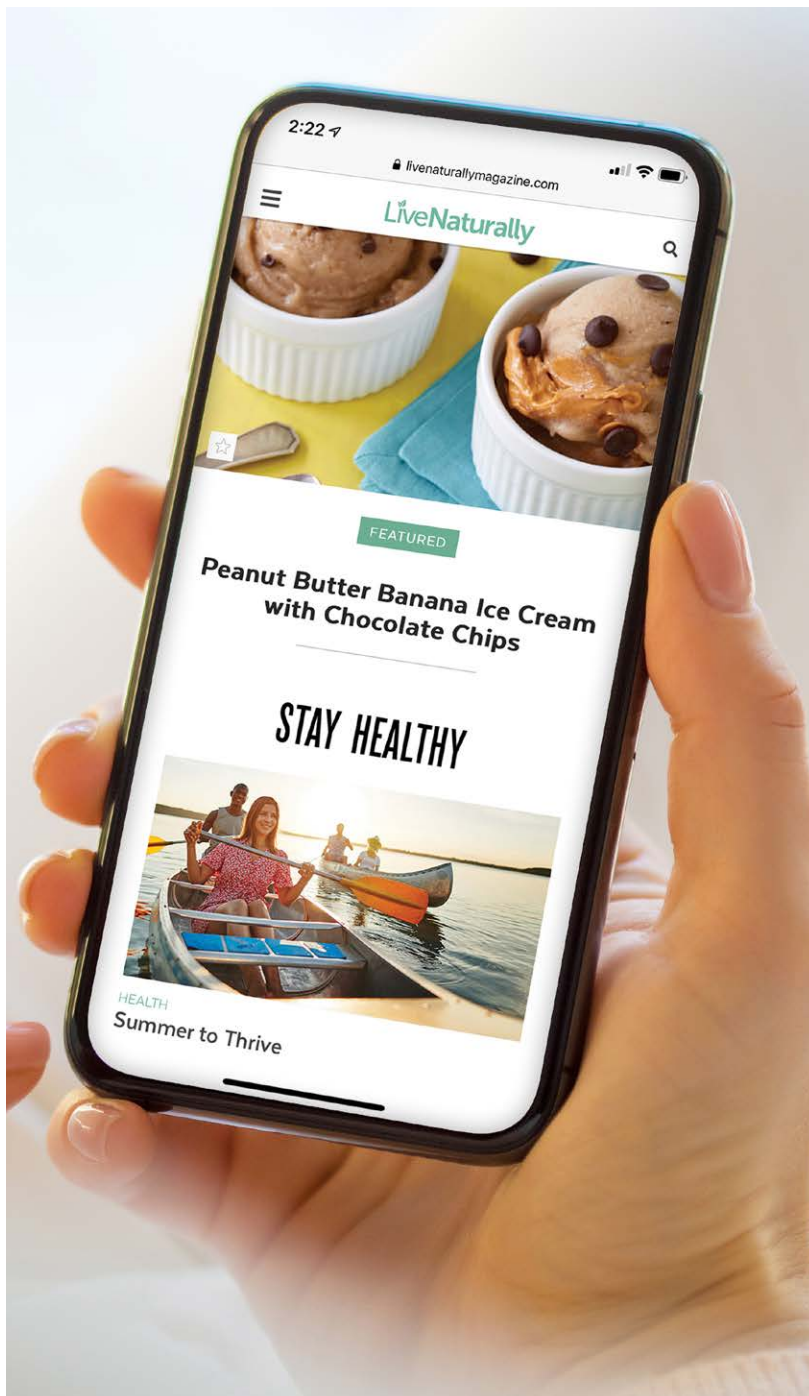


IN  
EVERY  
ISSUE

### ➔ CHEF IT UP

Recipes and cooking tips from top chefs, cookbook authors, and wellness leaders across the country.





# Dynamic Digital Platform

*Multi-channel natural health platform*

## WEBSITE

**LiveNaturallyMagazine.com**

- > healthy recipes
- > product reviews
- > vitamins and supplements with **easy online shopping for products and recipes directly through Kroger and Vitacost online!**

## SOCIAL MEDIA

## eNEWSLETTER

## SPONSORED BRAND CONTENT

*"Live Naturally magazine is pure, simple, and honest! It addresses wholesome health with no indication of ethnicity, body size, income level, geographical location, nor gourmet skill level."*

*—Annette N., Live Naturally reader*

# Deadlines, Rates, & Specifications

## Advertising rates

### NATIONAL PLACEMENT: NINE DIVISIONS

	1X
FULL PAGE	\$32,000
2/3 PAGE	\$26,000
1/2 PAGE	\$18,000
1/3 PAGE	\$12,000

### REGIONAL PLACEMENT: FIVE DIVISIONS

	1X
FULL PAGE	\$20,500

### DIVISIONAL PLACEMENT: ONE DIVISION (FULL PAGE COVER ONLY)

	1X
FULL PAGE	\$4,500

### DIGITAL PACKAGE\*

	1X
<ul style="list-style-type: none"> <li>• FOUR BLOG POSTS</li> <li>• FOUR SOCIAL MEDIA POSTS</li> <li>• PAID SEARCH &amp; SOCIAL PROMOTION</li> </ul>	\$15,000

ASK ABOUT  
DISCOUNTED  
RATES ON  
multiple issue  
partnerships

\*AVAILABLE AS ADD ON TO PRINT PLACEMENT

## Ad deadlines

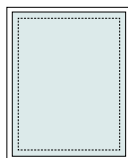
ISSUE	AD RESERVATION	MATERIAL DUE	COUPON EXPIRATION	IN STORES
WINTER 2023	November 17, 2022	December 1, 2022	May 15, 2023	January 10, 2023
SPRING 2023	March 10, 2023	March 24, 2023	August 15, 2023	April 28, 2023
SUMMER 2023	May 31, 2023	June 14, 2023	November 15, 2023	July 18, 2023
FALL 2023	August 30, 2023	September 13, 2023	February 15, 2023	October 23, 2023

## Sizing Specifications



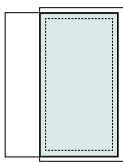
### Double-Page Spread

16.75 x 10.875 trimmed  
17 x 11.125 bleed  
16.25 x 10.375 live area



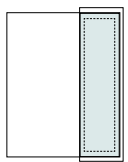
### Full Page

8.375 x 10.875 trimmed  
8.625 x 11.125 bleed  
7.875 x 10.375 live area



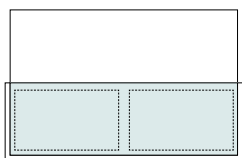
### 2/3 Page Vertical\*

5.25 x 10.875 trimmed  
5.5 x 11.125 bleed  
5 x 10.375 live area



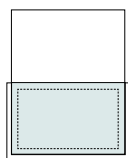
### 1/3 Page Vertical\*

2.75 x 10.875 trimmed  
3 x 11.125 bleed  
2.5 x 10.375 live area



### 1/2 Page Horizontal Spread

16.75 x 5.25 trimmed  
17 x 5.5 bleed  
16.25 x 4.75 live area



### 1/2 Page Horizontal

7.25 x 4.75 non-bleed

\*As page placement is not guaranteed, include bleed for both right and left pages.

## 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.

## MATERIAL SPECIFICATIONS

- Publication trim size is 8.375" x 10.875" (width x height).
- Ads with bleed—extend bleed 0.125" beyond the trim.
- All live matter (e.g., text and logos) not intended to bleed should be kept 0.25" from trim. Spread ads should allow a total of 0.1875" safety in gutter.
- Preferred file format: press-ready PDFs, Illustrator, and InDesign.
- If submitting Adobe Illustrator or InDesign working files, please include all fonts, logos, and images.
- Also accepted: 300 dpi EPS, PSD, and TIFF files.
- Label emails with ad name, publication month, and company name.
- Convert all RGB and Pantone spot colors to CMYK.
- Ads must be approved by *Live Naturally* prior to publication for content and design.

Ads accepted via email at  
livenaturallyads@alive.com  
(files under 25 MB),  
Dropbox, or WeTransfer.



The background of the entire page is a solid light pink color. Scattered across this background are numerous thin, circular slices of kiwi fruit. Each slice shows the characteristic green flesh, black seeds, and a small portion of the brown skin. The slices are arranged in a somewhat random pattern, with some appearing in the foreground and others slightly behind, creating a sense of depth. A thin vertical line runs down the center of the page, separating the main content on the left from the list of offerings on the right.

LiveNaturally



*Live Naturally*  
is just one of  
alive's offerings

*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*

[apg.alive.com](http://apg.alive.com)