



Live Naturally

YOUR HEALTHY
LIFE STARTS HERE

2023 MEDIA KIT

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://www.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

12 KROGER DIVISIONS

1,450 KROGER STORES

CIRCULATION

500,000

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
70,000 Copies
145 Stores



OREGON
70,000 Copies
133 Stores



CALIFORNIA
70,000 Copies
180 Stores



MID-ATLANTIC
60,000 Copies
121 Stores



ATLANTA
45,000 Copies
120 Stores



UTAH
60,000 Copies
132 Stores



CINCINNATI
40,000 Copies
80 Stores



DALLAS
25,000 Copies
105 Stores



HOUSTON
25,000 Copies
109 Stores



WASHINGTON
10,000 Copies
66 Stores



ARIZONA
25,000 Copies
120 Stores



MICHIGAN
10,000 Copies
124 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



→ SNACKS WE LOVE

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

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

KING SOOPERS - FRED MEYER - RALPHS - MID-ATLANTIC - TEXAS - SMITH'S - ATLANTA

	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 PAGE	\$5,000	\$4,800
2-PAGE SPREAD	\$8,000	\$7,200

Advertising rates

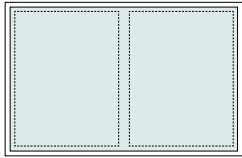
CINCINNATI - FRY'S - MICHIGAN - QFC

	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 PAGE	\$3,550	\$3,400
2-PAGE SPREAD	\$6,000	\$5,600

Ad deadlines

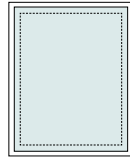
ISSUE	AD RESERVATION	MATERIAL DUE	COUPON EXPIRATION	IN STORES
WINTER 2023	November 17, 2022	December 1, 2022	May 15, 2023	January 10, 2023
SPRING 2023	March 10, 2023	March 24, 2023	August 15, 2023	April 28, 2023
SUMMER 2023	May 31, 2023	June 14, 2023	November 15, 2023	July 18, 2023
FALL 2023	August 30,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

Sizing Specifications



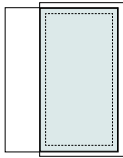
Double-Page Spread

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



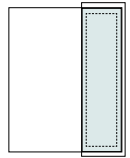
Full Page

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



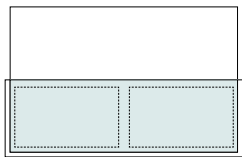
2/3 Page Vertical*

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



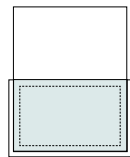
1/3 Page Vertical*

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 light pink color, decorated with several slices of kiwi fruit scattered across it. The kiwi slices are cut into thin, circular pieces, showing their characteristic green flesh, white core, and black seeds. A thin vertical line runs down the center of the page, separating the main text on the left from the list of offerings on the right.

LiveNaturally


alive

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

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