

With **three seasonal issues a year**, this publication highlights industry trends, success stories and other topics impacting independent grocers, a sector that represents a third of all grocery sales, more than \$250 billion annually. NGA and its community of nearly 2,000 grocery member companies take on the challenges of a dynamic industry, from Main Street to Capitol Hill. *Independent Grocer* reaches owners, executives and managers of retailers and wholesalers across NGA's membership.

Coming soon in the Fall/Winter 2024 issue (December publication) of *Independent Grocer*...

THE nga SHOW

OUR 2025 NGA SHOW PREVIEW ISSUE!

Plan your visit to the premier annual conference **where grocery gathers** – retail and wholesale professionals, food retail industry executives, manufacturers and suppliers convene for this inclusive and enriching experience. This issue will navigate you through more than 40 sessions and workshops, over 300 exhibitors, keynote presenters, education, meetings and networking. Combined with our on-site **show daily e-newsletter**, *Independent Grocer* will help you get the most out of your NGA Show experience.

Also in the Fall/Winter Issue...

EXECUTIVE PROFILE: JENA SOWERS

The CEO of Alliance Retail Group, Jena Sowers has led the retail cooperative since January 2023. She brings experience and perspective from across the food industry, having held executive positions at Kraft Foods/KraftHeinz and iPro Systems, part of ARG that provides data analytics services. Sowers shares her thoughts and insights about the biggest issues facing independent grocers and the role her company plays in moving the industry forward.

COMPANY PROFILE: OASIS FRESH MARKET

Opened May 2021 in the heart of North Tulsa, Oklahoma, Oasis Fresh Market is the first and only Black-owned grocery store in Tulsa in more than half a century and the area's first full-service supermarket since 2007. The store is a \$7 million project of the Tulsa Economic Development Corporation and several large donors. "We believe the success of this grocery store will help the economic success that's beginning to happen right here in North Tulsa," said A.J. Johnson, who leads the owner-operator team. Oklahoma has some of the country's highest numbers of food-insecure households, but the store assists residents with needs beyond food, linking residents with services and information on topics like healthy living and homeownership. The effort shows how community members are taking the lead on finding solutions to long-standing disparities, ranging from access to fresh food to lower life expectancy rates than in neighboring sections of Tulsa. As Johnson says, "Our motto is, 'More than just groceries – equipping you for life.'"

PLUS:

- Leveraging the latest **snack trends** to drive sales
- Why **mentoring** is important to nurturing talent
- How **health-based merchandising** can help your customers and your bottom line
- A look at **marketing trends for spring**
- The latest **financial outlook** from FMS Solutions
- **Merchandising** standouts from NGA's Creative Choice Awards
- A recap of the **Executive Conference and Public Policy Summit**

... and more great content offering insights, ideas and opportunities for independent grocers!

DISTRIBUTION:



Reach CEOs and their c-suite team! Over 5,000 copies of the physical magazines will be distributed to retail and wholesale decision makers within the NGA membership.



Copies will also be distributed at NGA signature events throughout the year.



A digital version of the magazine will be available on the NGA website and included in NGA's e-newsletter, Express Lane, on a quarterly basis for members to download and view.

NGA proudly represents independent community grocers located in every congressional district across the country, and the grocery wholesaler distributors that service them. NGA works to ensure ongoing economic advancement and prosperity for independent community grocers throughout North America and remains the only trade association exclusively focused on representing the independent sector of the food industry. Join us as we support and celebrate the independent supermarket industry!

At the
HEART
of the community

LISTING OPTIONS

Size	Single Issue*	Non-Member Rate	Yes! Sign me up for:
Full Page	\$3,000	\$3,600	<input type="checkbox"/>
Half Page	\$1,850	\$2,220	<input type="checkbox"/>
Quarter Page	\$1,250	\$1,500	<input type="checkbox"/>
Inside Front Cover	\$4,500	Reserved for NGA Members	<input type="checkbox"/>
Inside Back Cover	\$4,500	Reserved for NGA Members	<input type="checkbox"/>
Back Cover	\$5,000	Reserved for NGA Members	<input type="checkbox"/>
One Page Advertorial	\$6,000	\$7,000	<input type="checkbox"/>

For the Advertorial, showcase your company's thought leadership on an industry specific topic, trend or best practice in our Marketplace Insights section. This content should be 300-750 words and may also include pictures and graphics within the body of the post. Content must be applicable to the supermarket industry and final approval of topic is subjected to NGA's editorial team.

*** Bundle and Save! Reserve your space today for all 3 issues of the magazine and save 10%.**

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Ads won't be placed in magazine until payment is received

AD SPECIFICATIONS



Full Page Ad

Size: 7.625" w x 10.12" h
no crop marks, no bleeds

Half Page Ad

Size: 7.625" w x 4.9" h
no crop marks, no bleeds

Quarter Page Ad

Size: 3.6" w x 4.9" h
no crop marks, no bleeds

Nov. 6, 2024 - Ad space reservation deadline
Nov. 19, 2024 - Art deadline

For questions, contact Anita Nuñez Cepollaro at ancepollaro@nationalgrocers.org



CMYK artwork should be submitted in high resolution (300 dpi) PDF format.
Low resolution ads will result in pixelated print reproduction.



Please submit insertion forms and any additional artwork to <https://spaces.hightail.com/uplink/nationalgrocers> by no later than November 19, 2024.



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