

# Circulars

Increase basket sizes and appeal to budget-conscious shoppers with a promotional feature in a monthly circular.

Ways to promote your brand and products in a retailer's monthly in-store circular:

- Single Product or Family Feature(s)
- Quarter Page Product Profile
- National Half and Full Page Supplier Ads
- National Mini Circular

**400k**  
monthly print  
distribution

**3,600+**  
digital views  
per month

**1,300+**  
retailers



SUPPORT  
INDEPENDENT  
RETAILERS



ADVERTISE  
DIRECT TO  
CONSUMER



DRIVE  
SALE PRICE  
ON SHELF



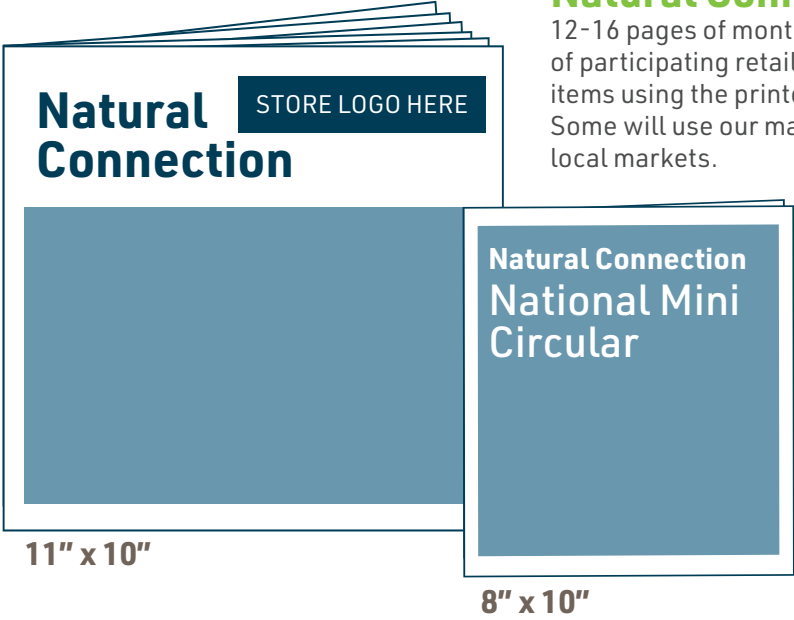
INCREASE  
BRAND  
AWARENESS

NATURAL

CONSUMER MARKETING

For more information reach out to your SRM for participation.

# CIRCULARS



## Natural Connection Circular

12-16 pages of monthly products offered at a discount to shoppers of participating retailers. Retailers will promote Natural Connection items using the printed circular, digital links on web, and social sites. Some will use our mailing program to share their ads within their local markets.

## National Mini Circular

4 pages dedicated to your brand or team up with other brands. Advertise monthly promotions based on an advertorial theme or season.

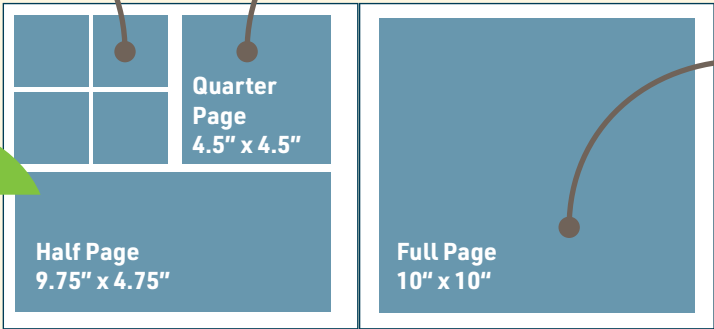
### Circular Feature

Feature an item or family of items from the same line along with a promotional SRP.

### Product Profile

This quarter page space includes circular feature plus additional ad copy and imagery.

**MOST POPULAR**



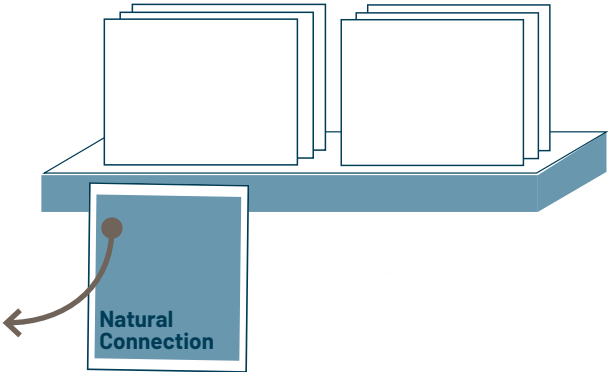
### National Supplier Ad

A half or full page dedicated to your brand and products. Fully customized, includes circular features, additional copy and imagery.

## Natural Connection Point of Sale Signage

### Shelf Talkers

Each store receives a set of shelf talkers that includes all items featured in the print circular.



### Artwork + Ad Copy Due Dates

Submit brand logos, product images and ad copy by the deadline listed. All artwork should be print resolution or 300 dpi.

|          |            |       |           |           |           |          |           |
|----------|------------|-------|-----------|-----------|-----------|----------|-----------|
| January  | 10/8/2024  | April | 1/7/2025  | July      | 4/8/2025  | October  | 7/8/2025  |
| February | 11/12/2024 | May   | 2/11/2025 | August    | 5/13/2025 | November | 8/12/2025 |
| March    | 12/10/2024 | June  | 3/11/2025 | September | 6/10/2025 | December | 9/9/2025  |