

2025 Loyalty & Incentives Key Dates

Event Name	Circulation	In-Home Date	Coupon Expiration Date	Nomination Deadline	Creative Deadline	PO Due Date	External Analysis Due
MyMagazine 2501	3,750,000	Fri, 3/14/2025	Sun, 5/25/2025	Fri, 10/4/2024	Fri, 11/1/2024	Fri, 2/28/2025	Thu, 7/3/2025
LCM 2501 & Boost LCM Exclusives	12,200,000	Fri, 2/7/2025	Sun, 3/9/2025	Fri, 10/11/2024	Fri, 11/8/2024	Fri, 1/31/2025	Thu, 4/17/2025
New at Kroger 2501	400,000	Mon, 2/10/2025	Sun, 4/20/2025	Fri, 10/25/2024	Fri, 11/22/2024	Fri, 1/31/2025	Thu, 5/29/2025
MSC 2501 Baby	300,000	Fri, 2/28/2025	Sun, 3/30/2025	Fri, 11/1/2024	Fri, 11/15/2024	Fri, 1/31/2025	Fri, 6/6/2025
LCM 2502 & Boost LCM Exclusives	12,200,000	Fri, 3/7/2025	Sun, 4/6/2025	Fri, 11/8/2024	Fri, 12/6/2024	Fri, 2/28/2025	Thu, 5/15/2025
MyMagazine 2502	3,750,000	Fri, 5/9/2025	Sun, 7/20/2025	Fri, 12/6/2024	Fri, 1/10/2025	Wed, 4/30/2025	Thu, 8/28/2025
LCM 2503 & Boost LCM Exclusives	12,200,000	Fri, 4/4/2025	Sun, 5/4/2025	Fri, 12/13/2024	Fri, 1/17/2025	Mon, 3/31/2025	Thu, 6/12/2025
New at Kroger 2502	400,000	Mon, 4/7/2025	Sun, 6/15/2025	Fri, 1/10/2025	Fri, 2/7/2025	Mon, 3/31/2025	Thu, 7/24/2025
LCM 2504 & Boost LCM Exclusives	12,200,000	Fri, 5/2/2025	Sun, 6/1/2025	Fri, 1/17/2025	Fri, 2/14/2025	Wed, 4/30/2025	Thu, 7/10/2025
MyMagazine 2503	3,750,000	Fri, 7/25/2025	Sun, 10/5/2025	Fri, 2/14/2025	Fri, 3/21/2025	Mon, 6/30/2025	Thu, 11/13/2025
LCM 2505 & Boost LCM Exclusives	12,200,000	Fri, 6/6/2025	Sun, 7/6/2025	Fri, 2/21/2025	Fri, 3/21/2025	Fri, 5/30/2025	Thu, 8/14/2025
MSC 2502 Summer Grilling	300,000	Fri, 6/20/2025	Sun, 7/20/2025	Fri, 2/28/2025	Fri, 3/14/2025	Fri, 5/30/2025	Fri, 9/26/2025
New at Kroger 2503	400,000	Mon, 6/9/2025	Sun, 8/17/2025	Fri, 3/14/2025	Fri, 4/11/2025	Fri, 5/30/2025	Thu, 9/25/2025
LCM 2506 & Boost LCM Exclusives	12,200,000	Fri, 7/4/2025	Sun, 8/3/2025	Fri, 3/21/2025	Fri, 4/18/2025	Mon, 6/30/2025	Thu, 9/11/2025
MyMagazine 2504	3,750,000	Fri, 9/19/2025	Sun, 11/30/2025	Fri, 4/11/2025	Fri, 5/16/2025	Fri, 8/29/2025	Thu, 1/8/2026
LCM 2507 & Boost LCM Exclusives	12,200,000	Fri, 8/1/2025	Sun, 8/31/2025	Fri, 4/18/2025	Fri, 5/16/2025	Thu, 7/31/2025	Thu, 10/9/2025
New at Kroger 2504	400,000	Mon, 8/4/2025	Sun, 10/12/2025	Fri, 5/9/2025	Fri, 6/6/2025	Thu, 7/31/2025	Thu, 11/20/2025
LCM 2508 & Boost LCM Exclusives	12,200,000	Fri, 9/5/2025	Sun, 10/5/2025	Fri, 5/16/2025	Fri, 6/13/2025	Fri, 8/29/2025	Thu, 11/13/2025
MSC 2503 Tailgating	300,000	Fri, 9/12/2025	Sun, 10/12/2025	Fri, 5/23/2025	Fri, 6/6/2025	Fri, 8/29/2025	Fri, 12/19/2025
MyMagazine 2505	3,750,000	Fri, 11/14/2025	Sun, 1/25/2026	Fri, 6/13/2025	Fri, 7/18/2025	Fri, 10/31/2025	Thu, 3/5/2026
LCM 2509 & Boost LCM Exclusives	12,200,000	Fri, 10/3/2025	Sun, 11/2/2025	Fri, 6/20/2025	Fri, 7/18/2025	Tue, 9/30/2025	Thu, 12/11/2025
MSC 2504 Cold and Flu	300,000	Fri, 10/31/2025	Sun, 11/30/2025	Fri, 7/4/2025	Fri, 7/18/2025	Tue, 9/30/2025	Fri, 2/6/2026
New at Kroger 2505	400,000	Mon, 10/13/2025	Sun, 12/21/2025	Fri, 7/18/2025	Fri, 8/15/2025	Tue, 9/30/2025	Thu, 1/29/2026
LCM 2510 & Boost LCM Exclusives	12,200,000	Fri, 11/7/2025	Sun, 12/7/2025	Fri, 7/25/2025	Fri, 8/22/2025	Fri, 10/31/2025	Thu, 1/15/2026
MyMagazine 2506	3,750,000	Fri, 1/9/2026	Sun, 3/22/2026	Fri, 8/1/2025	Fri, 9/5/2025	Wed, 12/31/2025	Thu, 4/30/2026
MSC 2505 Holiday	300,000	Fri, 11/21/2025	Sun, 12/21/2025	Fri, 8/1/2025	Fri, 8/15/2025	Fri, 10/31/2025	Fri, 2/27/2026
LCM 2511 & Boost LCM Exclusives	12,200,000	Fri, 12/5/2025	Sun, 1/4/2026	Fri, 8/15/2025	Fri, 9/12/2025	Fri, 11/28/2025	Thu, 2/12/2026
MSC 2506 Holiday Pet	300,000	Fri, 12/12/2025	Sun, 1/11/2026	Fri, 8/15/2025	Fri, 9/5/2025	Fri, 11/28/2025	Fri, 3/20/2026
LCM 2512 & Boost LCM Exclusives	12,200,000	Fri, 1/2/2026	Sun, 2/1/2026	Fri, 9/12/2025	Fri, 10/10/2025	Wed, 12/31/2025	Thu, 3/12/2026
New at Kroger 2506	400,000	Mon, 12/15/2025	Sun, 2/22/2026	Fri, 9/19/2025	Fri, 10/17/2025	Fri, 11/28/2025	Thu, 4/2/2026
MSC 2507 Big Game	300,000	Fri, 1/23/2026	Sun, 2/8/2026	Fri, 10/3/2025	Fri, 10/17/2025	Wed, 12/31/2025	Fri, 4/17/2026
MSC 2508 Valentine's Day	300,000	Fri, 1/30/2026	Sun, 2/15/2026	Fri, 10/10/2025	Fri, 10/24/2025	Wed, 12/31/2025	Fri, 4/24/2026