

WESTERN GROWER & SHIPPER

CONNECT with the LEADERS



Why should you advertise in
Western Grower & Shipper magazine?

VOLUME:

Your ad will reach those who supply almost half the total U.S. fresh fruit, vegetables and tree nuts market, as well as significant international market share of leafy greens, grapes, berries, almonds and over 250 other vegetable and fruit commodities. Whether they grow, pack or ship, *Western Grower & Shipper* readers represent the bulk of the specialty crop industry.

OPPORTUNITY:

Our readers are key specialty crop producers who run some of the most profitable multinational businesses in the industry. The audience consists of 38% growers, 16% shippers, 15% packers, 11% grower/packer/shippers, 3% processors and 1% retailers. WG members produce more than 50% of the organic produce sold in the U.S. Enjoy unparalleled access to these decision-makers who are planning for a robust future.

SUCCESS:

Key readers include current and former members of the Western Growers board of directors recognized as industry leaders with stable, thriving operations. Success breeds success.

Western Grower & Shipper Magazine – your targeted
choice in advertising



2019 Media Kit

WESTERN GROWER & SHIPPER

2019 PRODUCTION & EDITORIAL CALENDAR

JANUARY / FEBRUARY

THEME **The Heroes:** A Look at the Farmers of the Year
FOCUS Seeds and Soil

Space & Artwork Deadline December 10, 2018

MARCH / APRIL

THEME **The Next Generation:** A Focus on Family Farms and the Future Leaders of Ag
FOCUS Banking, Accounting and Employment – The Business Side of Farming

Space & Artwork Deadline February 11, 2019

MAY / JUNE

THEME **The Women:** How Women are Repainting Ag
FOCUS Water

Space & Artwork Deadline April 12, 2019

JULY / AUGUST

THEME **The Technologists:** The Age of AI and Drones
FOCUS Ag Technology

Space & Artwork Deadline June 10, 2019

SEPTEMBER / OCTOBER

THEME **The Firsts:** Reflections on Industry Firsts
FOCUS Ag Legal Network Directory

Space & Artwork Deadline August 14, 2019

NOVEMBER / DECEMBER

THEME **The Advocates:** Looking Back at Ambassador Nassif

FOCUS *Western Growers' Annual Meeting*
Bonus Distribution at WG's Annual Meeting in Maui, HI

Space & Artwork Deadline October 11, 2019

To advertise, contact:

Dana Davis
302.750.4662
danadavis@epix.net

*We are an issues-oriented publication.
Editorial focus subject to change.*

WESTERN GROWER & SHIPPER

Cancellation:

Notice of cancellation must be received in writing prior to space reservation deadline.

General Information:

We reserve the right to exclude any advertisement which, in the publisher's opinion, does not conform to the standards of the publication. When a contract for advertising at frequency rates is cancelled, the advertiser will be billed at the open rate frequency applicable to the quantity of space used. Payment of ad is due 30 days from date of billing.

2019 ADVERTISING RATES

Four-Color Display Rates per Ad

Ad Size	Full	2/3	1/2	1/3
1X Member Rate	\$2,450	\$2,300	\$2,050	\$1,750
Non-Member Rate*	\$2,850	\$2,700	\$2,450	\$2,150
3X Member Rate	\$2,325	\$2,175	\$1,925	\$1,625
Non-Member Rate*	\$2,725	\$2,575	\$2,325	\$2,025
6X Member Rate	\$2,200	\$2,050	\$1,800	\$1,500
Non-Member Rate*	\$2,600	\$2,450	\$2,200	\$1,900

Premium Positions

	Inside Front Cover	Inside Back Cover	Back Cover
Member Rate	\$2,700	\$2,600	\$2,700
Non-Member Rate*	\$3,100	\$3,000	\$3,100

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* To become a member of Western Growers, contact Kim Sherman, Director of Membership, at 949.885.2265 or ksherman@WGA.com.

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Space & Artwork Deadlines:

January / February
December 10, 2018

March / April
February 11, 2019

May / June
April 12, 2019

July / August
June 10, 2019

September / October
August 14, 2019

November / December
October 11, 2019

Email Ad To:
DMendez@wga.com
Attn: Diane Mendez

File Requirements:
We support the following graphics programs: InDesign, PhotoShop, Illustrator or print-quality hi-res pdf.

Graphics must be high resolution (300 dpi @ 100%)

Please send color files as CMYK.

Please include crop marks and bleeds.

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MECHANICAL REQUIREMENTS

Ad Size	Non-Bleed	Full Bleed	Live Area	Final Trim
2-Page Spread	16 x 10	17.25 x 11.25	16 x 10	17 x 11
Full	7.5 x 10	8.75 x 11.25	7.5 x 10	8.5 x 11
1/2 Horizontal	7.5 x 5	N/A	7.5 x 5	8.5 x 11
2/3 Vertical	4.95 x 10	N/A	4.95 x 10	8.5 x 11
1/3 Vertical	2.4 x 10	N/A	2.4 x 10	8.5 x 11
1/2 Page Island	5 x 7.5	N/A	5 x 7.5	8.5 x 11
1/3 Horizontal	7.5 x 3.25	N/A	7.5 x 3.25	8.5 x 11
1/3 Square	4.95 x 4.95	N/A	4.95 x 4.95	8.5 x 11

width x height in inches

