

# 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
<b>1X</b> Member Rate	\$2,450	\$2,300	\$2,050	\$1,750
Non-Member Rate*	\$2,850	\$2,700	\$2,450	\$2,150
<b>3X</b> Member Rate	\$2,325	\$2,175	\$1,925	\$1,625
Non-Member Rate*	\$2,725	\$2,575	\$2,325	\$2,025
<b>6X</b> 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	Condensed Back Cover
Member Rate	\$2,700	\$2,600	\$2,700
Non-Member Rate*	\$3,100	\$3,000	\$3,100

## To advertise, contact:

Dana Davis  
302.750.4662  
danadavis@epix.net

\* To become a member of Western Growers, contact Kim Sherman, Director of Membership, at 949.885.2265 or [ksherman@WGA.com](mailto: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
Condensed Back Cover	7.5 x 8	8.75 x 8.625	7.5 x 8	8.5 x 11

width x height in inches

