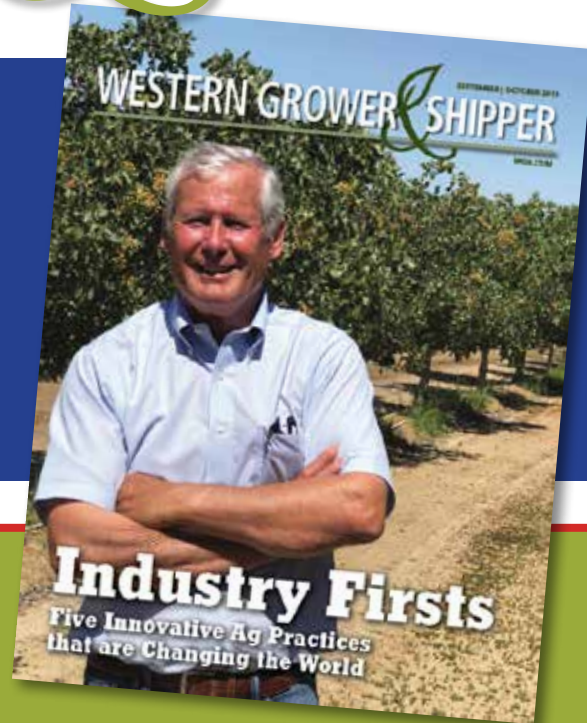


WESTERN GROWER & SHIPPER

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**



2020 Media Kit

WESTERN GROWER & SHIPPER

2020 PRODUCTION & EDITORIAL CALENDAR

JANUARY / FEBRUARY

THEME **The Influencers:** A Deep Dive of Industry Leaders
FOCUS Seeds and Soil
Space & Artwork Deadline December 13, 2019

MARCH / APRIL

THEME **The Protectors:** A Focus on the Original Environmentalists
FOCUS Water
Space & Artwork Deadline February 11, 2020

MAY / JUNE

THEME **The Game Changers:** Innovators and Technologists
FOCUS Ag Technology
Space & Artwork Deadline April 14, 2020

JULY / AUGUST

THEME **The Warriors:** Men and Women Who are Changing the Face of Agriculture
FOCUS Transportation and Logistics
Space & Artwork Deadline June 16, 2020

SEPTEMBER / OCTOBER

THEME **The Professionals:** The Business Side of Farming
FOCUS Banking, Accounting, Legal, and Employment
Space & Artwork Deadline August 13, 2020

NOVEMBER / DECEMBER

THEME **The Philanthropists:** A Look at How Agriculture Gives Back
FOCUS *Western Growers' Annual Meeting*
Bonus Distribution at WG's Annual Meeting
Space & Artwork Deadline October 6, 2020

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.

2020 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	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.

WESTERN GROWER & SHIPPER

Space & Artwork Deadlines:

January / February
December 13, 2019

March / April
February 11, 2020

May / June
April 14, 2020

July / August
June 16, 2020

September / October
August 13, 2020

November / December
October 6, 2020

Email Ad To:

DMendez@wga.com
Attn: Diane Mendez

File Requirements:

For best results, please send artwork:

- print-quality, high resolution PDF.
- graphics at high resolution (300 dpi @ 100%)
- color files as CMYK.
- with crop marks and bleeds.

To advertise, contact:

Dana Davis
302.750.4662
danadavis@epix.net

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

