

CONNECT with the
LEADERS



2024 MEDIA KIT

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.

GROWTOGETHER.



SPACE & ARTWORK DEADLINES:

January / February

December 12, 2023

March / April

February 13, 2024

May / June

April 16, 2024

July / August

June 11, 2024

September / October

August 13, 2024

November / December

October 8, 2024

EMAIL AD TO:

Dana@tygermarketing.com

Attn: Dana Davis

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.

Typos in submitted ad copy are the responsibility of the advertiser. Please proofread your ad before submitting.

2024 PRODUCTION & EDITORIAL CALENDAR

JANUARY / FEBRUARY

FOCUS Transportation and Equipment
Space & Artwork Deadline December 12, 2023

MARCH / APRIL

FOCUS Water
Space & Artwork Deadline February 13, 2024

MAY / JUNE

FOCUS Seeds and Soil
Space & Artwork Deadline April 16, 2024

JULY / AUGUST

FOCUS Ag Technology
Space & Artwork Deadline June 11, 2024

SEPTEMBER / OCTOBER

FOCUS Legal and Business
Space & Artwork Deadline August 13, 2024

NOVEMBER / DECEMBER

FOCUS Western Growers Annual Meeting
Bonus Distribution at WG's Annual Meeting
Space & Artwork Deadline October 8, 2024

To advertise, contact:

Dana Davis

302.750.4662

dana@tygermarketing.com

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



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.

2024 ADVERTISING RATES

Four-Color Display Rates per Ad

Ad Size	Full	2/3	1/2	1/3
1X Member Rate	\$2,695	\$2,530	\$2,255	\$1,925
Non-Member Rate*	\$3,095	\$2,930	\$2,655	\$2,325
3X Member Rate	\$2,560	\$2,395	\$2,120	\$1,790
Non-Member Rate*	\$2,960	\$2,795	\$2,520	\$2,190
6X Member Rate	\$2,420	\$2,255	\$1,980	\$1,650
Non-Member Rate*	\$2,820	\$2,655	\$2,380	\$2,050

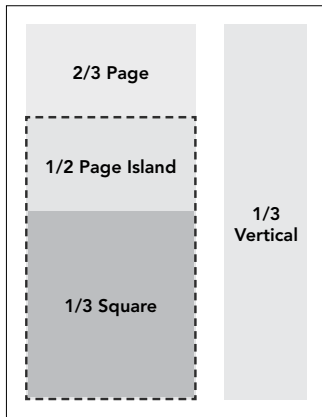
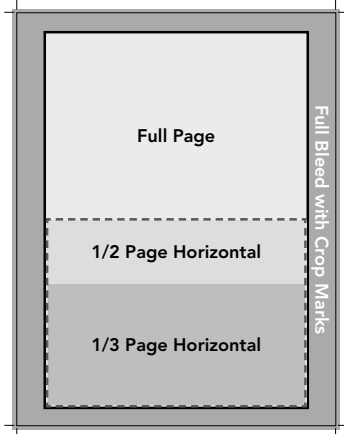
Premium Positions	Inside Front Cover	Inside Back Cover	Condensed Back Cover
Member Rate	\$2,970	\$2,860	\$2,970
Non-Member Rate*	\$3,370	\$3,260	\$3,370

* To become a member of Western Growers, contact Kim Stuart, AVP of Membership, at 949.885.2265 or kstuart@WGA.com.

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 302.750.4662
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MECHANICAL REQUIREMENTS



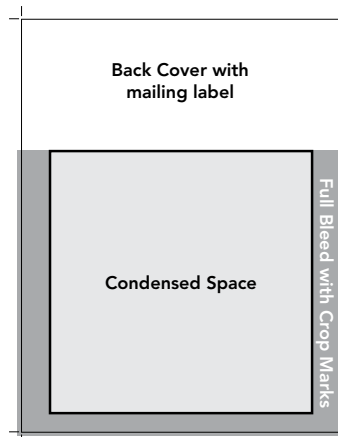
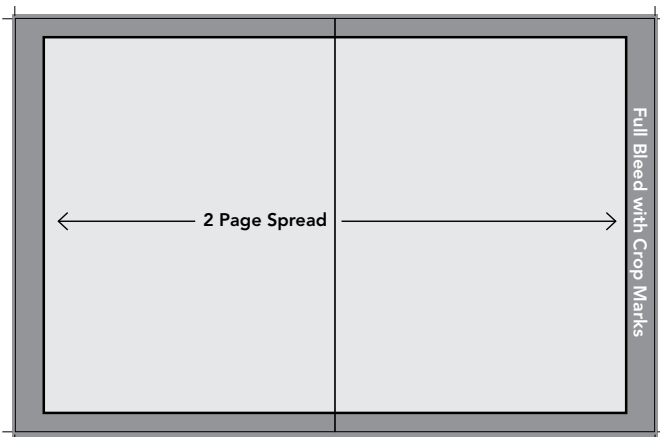
Ad Size	Non-Bleed	Full Bleed	Live Area	Final Trim
2-Page Spread	16 x 10	17.25 x 11.25	16 x 10	17 x 11
Full	7.5 x 10	8.75 x 11.25	7.5 x 10	8.5 x 11
1/2 Horizontal	7.5 x 5	N/A	7.5 x 5	8.5 x 11
2/3 Vertical	4.95 x 10	N/A	4.95 x 10	8.5 x 11
1/3 Vertical	2.4 x 10	N/A	2.4 x 10	8.5 x 11
1/2 Page Island	5 x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

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width x height in inches



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