



Connect with the Leaders in Ag

2026 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.

Quality

Our redesigned quarterly magazine features an enhanced cover design and in-depth storytelling, creating a premium look and feel that gives it a longer shelf life and makes it more likely to be shared across industry.



GROW TOGETHER.



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SPACE & ARTWORK DEADLINES:

- Q1** January 5, 2026
Q2 March 21, 2026
Q3 July 3, 2026
Q4 September 22, 2026

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.

2026 Production & Editorial Calendar

QUARTER 1	JANUARY / FEBRUARY / MARCH
FOCUS	Ag Education + Water
Space & Artwork Deadline	January 5, 2026
QUARTER 2	APRIL / MAY / JUNE
FOCUS	Western Growers 100th Anniversary
Space & Artwork Deadline	March 21, 2026
QUARTER 3	JULY / AUGUST / SEPTEMBER
FOCUS	Agtech
Space & Artwork Deadline	July 3, 2026
QUARTER 4	OCTOBER / NOVEMBER / DECEMBER
FOCUS	Legal + Annual Meeting
Space & Artwork Deadline	September 22, 2026

To advertise, contact:

Dana Davis
302.750.4662
dana@tygermarketing.com

We are an issues-oriented publication. Editorial focus subject to change.
Deadlines are preliminary and may slightly change.



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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.

2026 Advertising Rates

Issue Per Calendar Year - Full Color Ad Rate

Quantity Ad Rate		Ad Size			
		Full	2/3	1/2	1/3
1X	Member Rate	\$2,880	\$2,705	\$2,410	\$2,060
	Non-Member Rate*	\$3,280	\$3,105	\$2,810	\$2,460
2X	Member Rate	\$2,740	\$2,560	\$2,270	\$1,915
	Non-Member Rate*	\$3,140	\$2,960	\$2,670	\$2,315
4X	Member Rate	\$2,590	\$2,410	\$2,120	\$1,765
	Non-Member Rate*	\$2,990	\$2,810	\$2,520	\$2,165

Ad Rate	Premium Positions		
	Inside Front Cover	Inside Back Cover	Condensed Back Cover
Member Rate	\$3,180	\$3,060	\$3,180
Non-Member Rate*	\$3,580	\$3,460	\$3,580

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* To become a member of Western Growers, contact Rob Steinmann, Member Relations Manager, at 949-885-2266 or rsteinmann@WGA.com.



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Mechanical Requirements

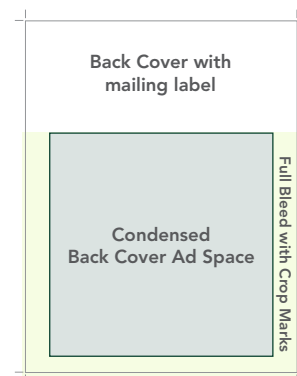
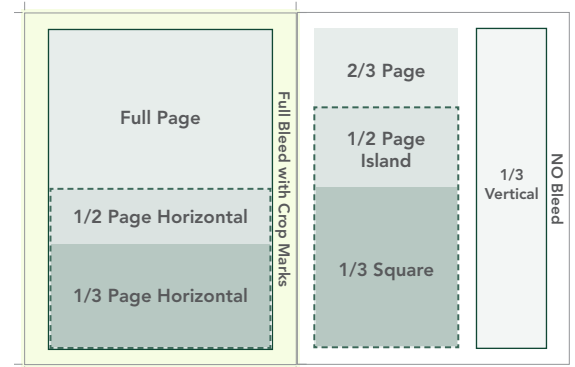
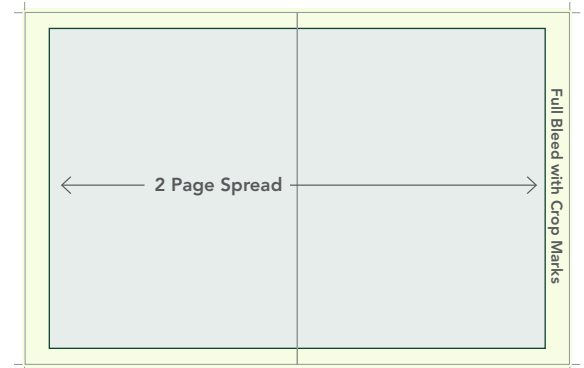
Ad Size	Non-Bleed	Full Bleed	Live Area	Final Trim
2-Page Spread	16 x 10	17.25 x 11.25	16 x 10	17 x 11
Full	7.5 x 10	8.75 x 11.25	7.5 x 10	8.5 x 11
1/2 Horizontal	7.5 x 5	N/A	7.5 x 5	8.5 x 11
2/3 Vertical	4.95 x 10	N/A	4.95 x 10	8.5 x 11
1/3 Vertical	2.4 x 10	N/A	2.4 x 10	8.5 x 11
1/2 Page Island	5 x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

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Submit all ads to: dana@tygermarketing.com

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