

PRODUCE Retailer

2018

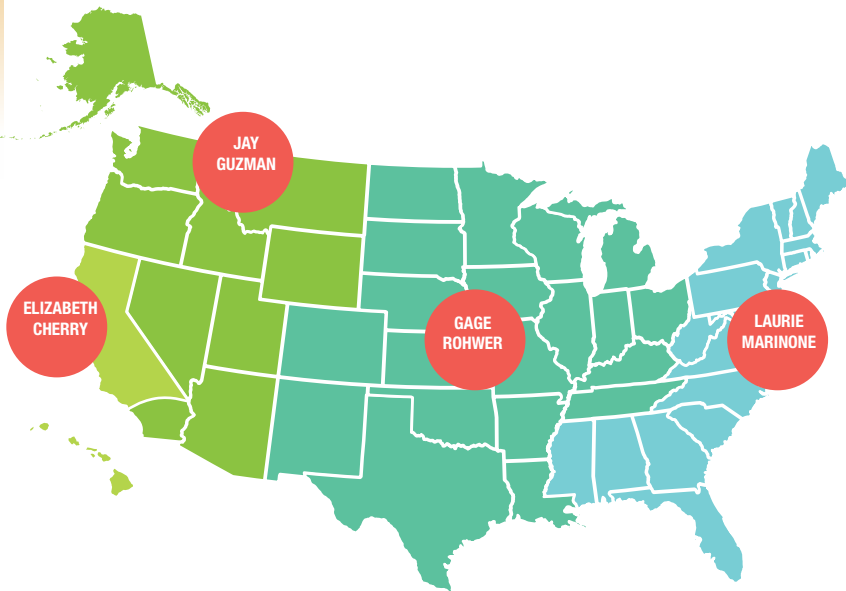


Media Kit

FarmJournal
MEDIA

Updated 10/11/17

Meet the Produce Retailer Team



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Produce Retailer's Mission

is to provide executives, senior managers and produce buyers engaged in the retailing of fresh produce and related products with critical information that increases understanding of consumer use and purchasing habits. Produce Retailer magazine reaches the most retail produce decision makers of any publication within the retail and grocery industries. 100% of our circulation goes to decision-making retailers, so it's a sure solution to maximize your advertising efficiency, eliminating advertising waste and redundancy.

As a produce industry marketer, you understand the importance of investing in smart opportunities that reach the right audience to achieve your goals. Consider the reasons why Produce Retailer is the right solution for your marketing initiatives.



Spend Wisely with Unmatched Distribution to Produce Executives and Buyers

Produce Retailer Reaches over 8,000 audited, corporate-level produce retailers, more than any publication in the produce industry, including Produce Business. Executive-level titles include: Owner, President, CEO, General Manager, VP of Perishables, VP of Produce/Floral, Produce Merchandiser, Category Manager and Produce Buyer. These are the most coveted group of buyers and influencers right within one publication's readership!

Invest your Advertising Dollars in a Verified, Audited Circulation of Retailers

Produce Retailer 8,019
Produce Business No Audit
BPA Audited 2x/Year

Derived from unaudited, unverified publisher statements; also include non-influential store-level readers.

Position Your Message in a Strong, Niche Editorial Environment Specifically Developed for Produce Retailer

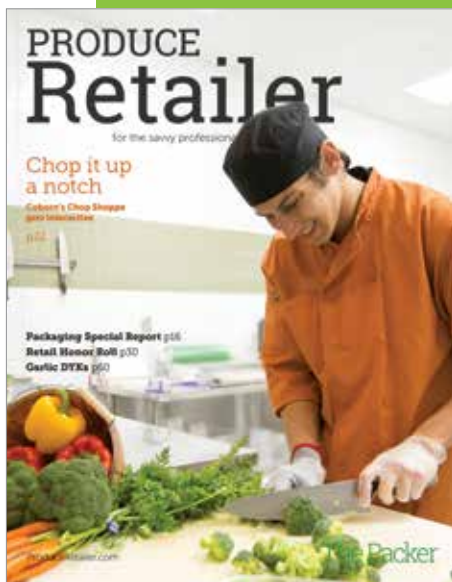
The only real editorial similarity between Produce Retailer and Produce Business is that both are magazine-style publications. Look inside and you'll quickly notice that Produce Business is not solely focused on the retail segment, but instead aims to provide feature editorial for every business segment in the industry supply chain. With Produce Retailer, you get a clear editorial focus and highly targeted audience - the produce retailer.

Top 5 Reasons Why Produce Retailer is Simply Better...

1. 100% retail readership vs. only 55% in Produce Business
2. Feature articles written to help retailers sell your produce and products
3. Audited 2x/yr - so you can be confident in your investment
4. No wasted circulation, unlike Produce Business
5. Modern design to appeal to influential readers

Editorial Mission

Produce Retailer provides executives and senior managers engaged in the retailing of fresh produce and related products with critical information to increase their understanding of consumer use and purchasing habits and improve sales of fresh produce and related products.



Letter from the Editor

The first time I checked out a "vegetable butcher" I wasn't impressed. Eataly, the super-premium destination retailer, had one in their Chicago store's produce department. It was a prep sink on the sales floor that, frankly, didn't look like a good idea to me. It had food safety nightmare written all over it.

But the idea of custom-cut produce hasn't gone away. Retailers are embracing it, building a case for consumers to choose them over the guy down the street — or the box delivered direct to their doorstep.

So I went on a mission to find "real" retailers — not a quirky premium store like Eataly — that have adapted this "vegetable butcher" concept. I found quite a few. In Kansas City alone, Heri House's newest store offers the service from its fresh-cut kitchen in the center of the department, and so does Queen's Price Chopper.

I was looking for more of an interactive experience, however, and I found it at Coborn's in Minnesota. Their new "Chop Shopper" is fun, visual and, best of all, safely tucked away in a fresh-cut clean room.

Tom Williams, director of produce, tells us all about it on page 24.

As you look through this issue, you'll notice we're all about packaged and value-added produce, from the 2016 Packaging Special Report (p.16) to the Look Back of Texas Citrus labels through the years (p.74). While there may be a story here and there about the perils of packaging, packaged and value-added produce continue to grow in volume and dollar share of produce.

Let's take a look at why we're packaging produce and communicate those reasons to consumers, whether it be convenience, reducing food waste or enhancing shelf life. Packaged produce checks a lot of those boxes, and more.



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PRODUCE Retailer

NOVEMBER 2016 / VOLUME 29 ISSUE 11

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Produce Market Guide
 The Packer
 produceretailer.com

DEPARTMENT MIX

@ProduceRetailer reviews the hottest social media and offerings from Produce Retailer, from display photos to Produce Retailer TV.

Trend Spotter takes a fresh look at the newest items to hit retail shelves, focusing on data and consumer point of view. Readers learn "the why and how" behind what's hitting their shelves.

Produce People focuses on the events that bring us all together, and the people who make this business exceptional, with photos from the industry events calendar.

10-Minute Merchandiser offers insight from 40-year industry veteran Armand Lobato, providing store-level training for employees with topics like "Rotation 101" and "Make Some Green guacamole, that is."

Gear Head highlights new equipment, fixtures, shelving and other technological advances focused on four areas: the problem, the epiphany, the execution and the solution.

On the Front Lines is a Q&A series with the industry's best produce managers, giving retailers the view from the most consumer-facing people in this business.

Try This Now offers innovative merchandising ideas in a quick and easy list to inspire new ways to curate and cross-promote produce with other items at store level.

Fresh Trends takes an in-depth look at promotions, advertising and consumer preferences, with a monthly featured commodity, along with data and analysis from the U.S. Department of Agriculture's Retail Report and The Packer's Fresh Trends.

DYK, or "Did You Know" is a field tour without having to leave the office, giving retailers a behind-the-scenes look at a featured crop, from its history, production, harvest and promotion to little-known facts, all in a graphics-rich, entertaining format, translated into video for web-based applications and sharing.

Fresh Ideas is a series of briefs covering new product announcements, services (like websites) and interesting tidbits (recipes, research stories, etc.). Send suggestions to news@produceretailer.com.

Look Back features vintage and historical photos of retailers, commodities, packaging and people.

PRODUCE SALES TEAM

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Publication Specifications

PRINT

DIGITAL

BROADCAST

EVENTS

RESEARCH

Magazine size: 3-column format
 Printing: Web offset, enamel stock
 Binding: Perfect
 Bleed page size: 8.12" x 10.25"
 (Keep live matter at least 0.5"
 from bleed edges)
 Final trim: 7.87" x 10"
 Non-bleed page size: 7" x 9.5"
 Color: Process color or spot color
 from process tints

Materials Accepted:

We require hi-res PDFs (PDF x-1A is recommended)

Inserts:

Single-page tipped inserts measure 8"x10.25" and will trim 0.12" on head, foot and face.

Multiple page inserts:

Please contact

Sarah Well

913-438-0608

swall@farmjournal.com

Ship preprinted INSERTS directly to:

LSC Communications

ATTN: Dave Petersen

1600 N. Main Street

Pontiac, IL 61764

Include publication and date of insertion on label.

Print Advertising Coordinator/ Production Manager

Sarah Wall

(913) 438-0608

swall@farmjournal.com

PRODUCE RETAILER 2018 PRINT RATES

	1x	3x	6x	12x	18x	24x
Spread	\$10,690	\$9,425	\$8,365	\$7,510	\$7,120	\$6,750
Full Page	\$5,345	\$4,720	\$4,180	\$3,760	\$3,550	\$3,370
2/3 Page	\$4,610	\$4,030	\$3,560	\$3,190	\$3,040	\$2,890
1/2 Island	\$4,240	\$3,750	\$3,320	\$3,050	\$2,840	\$2,690
1/2 Page	\$3,420	\$3,010	\$2,670	\$2,390	\$2,260	\$2,150
1/3 Page	\$3,150	\$2,770	\$2,450	\$2,210	\$2,090	\$1,990
1/4 Page	\$2,190	\$1,940	\$1,720	\$1,530	\$1,450	\$1,390
1/6 Page	\$1,620	\$1,410	\$1,240	\$1,120	\$1,060	\$1,020

*Prices reflected are gross

COLOR RATES

1-color \$695
 2-color \$1,335
 3-4 color \$1,975
 *Note: Color charged per page.

PREMIUM POSITION RATES

Back cover \$9,700
 Inside Front \$8,550
 Inside Back \$7,200

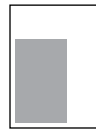
INSERT RATES

Unit	3x
2 page	\$6,415
4 page	\$8,785

3-Column Format 1 column . . . 2.25" 2 columns . . . 4.5" 3 columns . . . 7"



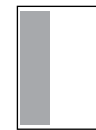
2/3 Page
4.5" x 9.0"



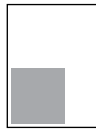
Island
4.5" x 7.5"



1/2 Page
7" x 4.87"



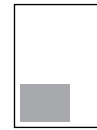
1/3 page
2.12" x 9.5"



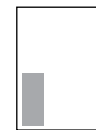
1/3 Page
4.5" x 4.87"



1/3 Page
7" x 3.25"



1/4 Page
4.5" x 3.75"



1/6 Page
2.12" x 4.87"



1/6 Page
4.5" x 2.5"



Non-Bleed Full Page
7" x 9.5"



Bleed Full Page: 8.12" x 10.25"
 Final Trim: 7.87" x 10"
 Keep live matter 1/2" from bleed



Non-Bleed Spread
15" x 9.5"



Bleed Spread: 16" x 10.25"
 Final Trim: 15.75" x 10"
 Keep live matter 1/2" from bleed

Print Ad Specifications

PRINT

DIGITAL

BROADCAST

EVENTS

RESEARCH

FILE FORMAT

SAVE YOUR FILE AS A PDF/X-1A WITH CROPS AT THE TRIM FOR FULL-PAGE BLEEDS.

We encourage all customers to use the PDF/X-1A format as their standard for submitting advertisements. This format is the industry-wide standard for submission of print-ready material. A properly set up PDF/X-1A will have all the fonts and images embedded and use CMYK colorspace (required for 4-color printing).

Please refer to the previous page for instructions on how to upload your ad materials.

Staff are available to answer your questions at Farm Journal Media, and further information is available online.

CONTACT SARAH WALL AT (913) 438-0608 SWALL@FARMJOURNAL.COM

SPECIAL POLICIES AND REQUIREMENTS

Prepayment is required on first-time ad insertions and until billing and credit arrangements are established.

PLEASE SEND ALL AD MATERIALS TO:

Sarah Wall
swall@farmjournal.com
(913) 438-0608

MECHANICAL SPECIFICATIONS

Process: Magazine-size printed web offset on coated stock.

PERFECT BOUND WITH A FINAL TRIM SIZE OF 7-7/8" X 10"

Width of type page: 7"
Depth of type page: 9.5"
Full-Page Bleed: 8.125" x 10.25"
Trims to 7.875" x 10"
Live matter must be at least 1/2" (3 picas) from bleed edges.

Materials accepted:
Digital files in PDF/X-1A

INSERTS

Contact your sales representative for specs.

COPY AND RATE POLICIES

Rates and conditions given in this rate card are subject to change without notice. Contracts, orders or copy instructions containing conditions which conflict with the publisher's policies will not be considered binding on the publisher. Orders containing incorrect rates will be billed at rates in force at the time. Any tax hereafter applicable to advertising will be added to the prevailing rates. The publisher reserves the right to hold advertisers and/or their advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Advertiser and advertising agency recognize and accept that the following language appears within the publication: "All statements, including product claims, are those of the person or organization making the statement or claim. The publisher does not adopt any such statement or claims as its own, and any such statement or claim does not necessarily reflect the opinion of the publisher."

Advertiser and advertising agency accept and assume liability for all content (including text, representations, illustrations, opinions and facts) of advertisements printed, and also assume responsibility for any claims made against the publisher arising from or related to such advertisements. In the event that legal action or claim is made against the publisher arising from or related to such advertisements, advertiser and advertising agency agree to fully defend, indemnify and hold harmless the publisher, and to pay any judgment, expenses and legal fees incurred by the publisher as a result of said legal action or claim.

The publisher reserves the right to reject any advertising which it feels is not in keeping with the publication's standards. Failure by publisher to insert in any particular issue or issues invali-

dates the order for insertion in the missed issue, but shall not constitute a breach of contract. The publisher requires that proof of postal clearance be provided prior to publication of any advertisement containing contest copy. The word "advertisement" will be placed above or below any copy, which in the publisher's opinion resembles editorial matter. The publisher assumes no responsibility for improper use of coupons forming part of an advertisement.

Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

Delinquent accounts may be subject to carrying charges for unpaid balance. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. If within a 12-month period from the date of the first insertion, advertisers do not use the amount of insertions upon which their billings have been based, the rate applicable for the amount of space placed will apply retroactive to the first insertion. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional insertions to warrant a lower rate.

All invoices are net 30 days. Invoices not paid within 30 days are subject to a 1.5% per month carrying charge. No cash discounts. All rates payable in U.S. funds.

Print Editorial Calendar*

PRINT DIGITAL BROADCAST EVENTS RESEARCH

MONTH	SPACE DEADLINE	COMMODITIES FEATURED	FEATURE STORY	CONVENTION DISTRIBUTION	PROMO SECTION	
JAN/ FEB Publishes Feb. 1	12/22/17	Citrus Papayas Mushrooms Sweet Potatoes Imported Grapes Imported Melons Living Produce	Bananas Imported Berries Peppers Cucumbers Potatoes Garlic Tomatoes	Independent Honor Roll Food Deserts and Produce Organic Category Differentiators	<ul style="list-style-type: none"> • GOPEX • National Grocers Association • SEPC 	Nogales Winter Produce Apple Marketing
MAR/ APR Publishes Apr. 1	2/26/18	Greenhouse Produce Onions Strawberries Packaged Salads Sweet Onions Mushrooms Avocados Brussels Sprouts	Cauliflower Sweet Corn Spinach Dips/Dressings/Salsa Mangos Tropicals Specialty Potatoes	Food Waste Solutions from Farm to Retail Organic Produce Hispanic Retail	<ul style="list-style-type: none"> • Viva Fresh • FPFC N. California • CPMA 	Spring Fresh From Florida Canadian Greenhouse Produce
MAY Publishes May 1	3/28/18	Kiwifruit Cherries Stone Fruit Kale	Celery Green Beans Blueberries Specialties	Fresh Trends Retail Report Ripening and Merchandising for Flavor	<ul style="list-style-type: none"> • West Coast Produce Expo 	Onion Marketing
JUN/ JUL Publishes Jul. 1	5/24/18	Watermelon Summer Citrus Packaged Produce Radishes Lemons Limes Star Fruit Garlic	Imported Grapes Radishes Grapes Tomatoes Peruvian Produce Mushrooms	Grocerants vs. Meal Kits - Who Cooks it Better? Merchandising Imperfect Produce -- When, How and Why?	<ul style="list-style-type: none"> • United Fresh • FPFC S. California • Organic Produce Summit • PMA Food Service • IGSA • US Apple • NEPC 	Avocados Berries Marketing
AUG/ SEPT Publishes Sept. 1	7/27/18	Mushrooms Nuts Dried Fruit Bananas Apples Sweet Potatoes Kiwifruit	Pumpkins Pineapple Pomegranates Pears Papayas Onions	Single-Servings/Snack Merchandising Cause Marketing		California Grapes Organic Produce

Print Editorial Calendar*

PRINT DIGITAL BROADCAST EVENTS RESEARCH

MONTH	SPACE DEADLINE	COMMODITIES FEATURED		FEATURE STORY	CONVENTION DISTRIBUTION	PROMO SECTION
OCT Publishes Oct. 1	8/28/18	Cranberries Potatoes Dips/Dressing/Salsa Figs & Dates Seasonings	Carrots Apples Edible Floral	Retailer of the Year Digital Grocery	<ul style="list-style-type: none"> • PMA Fresh Summit • WGA • FPAА 	Fall Fresh From Florida
NOV/DEC Publishes Dec. 1	10/26/18	Garlic Sweet Potatoes Avocados Citrus Chilean Produce Tomatoes Peppers	Herbs Packaged Produce	Convenience Stores + Produce Dietitians Sound Off		Imported Produce Citrus Marketing



360-Degree Product Integration

PRINT

DIGITAL

BROADCAST

EVENTS

RESEARCH

CUSTOM INSERT

An exclusive removable 1-page resource inserted into Produce Retailer to promote your brand or event.

- 2-sided insert (standard 8.5 x 11)
- High-impact 4-color 80# gloss text stock
- 5,000 extra copies distributed to one location
- Layout provided by client: \$5,000
- Layout and content design and development provided by Produce Retailer: \$6,500



FOCUS REPORTS

Customized editorial with exclusive sponsorship opportunity in an 8-page gatefold insert. Includes 3 pages of your ads. Topics should be relevant industry issues and actionable.

- 8-page gatefold insert, designed to be a removable resource
- 5 pages of content, 3 pages for brand messaging
- High-Impact 4-color 80# gloss text stock
- Up to 5,000 copies bulk distributed to one location



ALSO OFFER

- Advertorials
- Content marketing
- Custom publishing

Other Farm Journal publications

- The Packer*
- Drovers*
- Dairy Herd Management*
- MILK*
- PORK*
- Farm Journal*
- Top Producer*
- Ag Professional*

Print