Meet the Produce Retailer Team

**SALES**

**GARY ENGLISH**
National Sales Manager  
Email: genglish@thepacker.com  
Phone: (913) 438-0789  
Cell: (913) 484-4503

**gage rohwER**
Midwest Account Executive  
Email: grohwer@thepacker.com  
Phone: (913) 438-0714  
Cell: (314) 560-9410

**Jay guzman**
West Coast Account Executive  
Email: jguzman@thepacker.com  
Phone: (913) 438-0778  
Cell: (913) 620-7407

**Laurie Marinone**
East Coast Account Executive  
Email: lmarinone@thepacker.com  
Cell: (508) 542-6750

**Elizabeth cherry**
Northern & Central California Account Executive  
Email: echerry@thepacker.com  
Cell: (310) 546-3815

**Sarah wall**
Print Advertising Coordinator/Production Manager  
Email: swall@thepacker.com  
Phone: (913) 438-0608

**EDITORIAL**

**Pamela riemenschneider**
Editor  
Email: pemelar@producergarret.com  
Phone: (512) 337-5759  
twitter: twitter.com/pamelawr

**greg johnson**
Editor  
Editorial Director  
Email: gjohnson@farmjournal.com  
Phone: (913) 438-0784
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

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

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.
Publication Specifications

**PRINT**

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

**DIGITAL**

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

**BROADCAST**

**EVENTS**

**RESEARCH**

**PRODUCE RETAILER 2018 PRINT RATES**

<table>
<thead>
<tr>
<th>Unit</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
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<td>$9,045</td>
<td>$8,365</td>
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INSERT RATES

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<td>$6,415</td>
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<tr>
<td>4 page</td>
<td>$8,785</td>
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**COLOR RATES**

1-color . . . . . . $695
2-color . . . . . . $1,335
3-4 color . . . . . . $1,975

**PREMIUM POSITION RATES**

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

*Note: Color charged per page.

*Prices reflected are gross

**INSERT RATES**

**3-Column Format**

2/3 Page 4.5” x 9.0”
1/3 Page 4.5” x 4.87”
1/4 Page 4.5” x 3.75”
1/6 Page 4.5” x 2.5”

**1 column . . . 2.25”**

Island 4.5” x 7.5”
1/3 Page 4.5” x 3.25”
1/4 Page 4.5” x 3.75”
1/6 Page 4.5” x 2.5”

**2 columns . . . 4.5”**

1/2 Page 7” x 4.87”
1/3 Page 7” x 3.25”
1/4 Page 4.5” x 3.75”
1/6 Page 2.12” x 9.5”

**3 columns . . . 7”**

Full Page 9” x 7”
1/2 Island 4.5” x 9.0”
1/3 Island 4.5” x 7.5”
1/4 Island 4.5” x 3.75”
1/6 Island 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

**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
**Print Ad Specifications**

**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

**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. 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 invalidates 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.

**Please send all ad materials to:**

Sarah Wall
swall@farmjournal.com
(913) 438-0608
<table>
<thead>
<tr>
<th>MONTH</th>
<th>SPACE DEADLINE</th>
<th>COMMODITIES FEATURED</th>
<th>FEATURE STORY</th>
<th>CONVENTION DISTRIBUTION</th>
<th>PROMO SECTION</th>
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<tr>
<td>JAN/FEB</td>
<td>12/22/17</td>
<td>Citrus Papayas Mushrooms Sweet Potatoes Imported Grapes</td>
<td>Independent Honor Roll Food Deserts and Produce Organic Category Differentiators</td>
<td>• GOPEX • National Grocers Association • SEPC</td>
<td>Nogales Winter Produce Apple Marketing</td>
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<td>Imported Melons Living Produce</td>
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<td>MAR/APR</td>
<td>2/26/18</td>
<td>Greenhouse Produce Onions Strawberries Packaged Salads</td>
<td>Food Waste Solutions from Farm to Retail Organic Produce Hispanic Retail</td>
<td>• Viva Fresh • FPFC N. California • CPMA</td>
<td>Spring Fresh From Florida Canadian Greenhouse Produce</td>
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<td>Sweet Onions Mushrooms Avocados Brussels Sprouts</td>
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<td>MAY</td>
<td>3/28/18</td>
<td>Kiwifruit Cherries Stone Fruit Kale</td>
<td>Fresh Trends Retail Report Ripening and Merchandising for Flavor</td>
<td>• West Coast Produce Expo</td>
<td>Onion Marketing</td>
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<td>Sweet Onions Star Fruit Garlic</td>
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<td>AUG/SEPT</td>
<td>7/27/18</td>
<td>Mushrooms Nuts Dried Fruit Bananas Apples Sweet Potatoes</td>
<td>Single-Servings/Snack Merchandising Cause Marketing</td>
<td>California Grapes Organic Produce</td>
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<td>Kiwifruit</td>
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# Print Editorial Calendar

<table>
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<tr>
<th>MONTH</th>
<th>SPACE DEADLINE</th>
<th>COMMODITIES FEATURED</th>
<th>FEATURE STORY</th>
<th>CONVENTION DISTRIBUTION</th>
<th>PROMO SECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCT</td>
<td>8/28/18</td>
<td>Cranberries, Potatoes, Dips/Dressing/Salsa, Figs &amp; Dates, Seasonings, Carrots, Apples, Edible Floral, Garlic</td>
<td>Retailer of the Year, Digital Grocery</td>
<td>• PMA Fresh Summit, WGA, FPAA</td>
<td>Fall Fresh From Florida</td>
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<tr>
<td>NOV/DEC</td>
<td>10/26/18</td>
<td>Garlic, Sweet Potatoes, Avocados, Citrus, Chilean Produce, Tomatoes, Peppers, Herbs, Packaged Produce</td>
<td>Convenience Stores + Produce, Dietitians Sound Off</td>
<td>Imported Produce, Citrus, Marketing</td>
<td></td>
</tr>
</tbody>
</table>
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

PRODUCE SALES TEAM
Gary English, genglish@thepacker.com (913) 438-0789
Gage Rohwer, grohwer@thepacker.com (913) 438-0714

Elizabeth Cherry, echerry@thepacker.com (310) 546-3815
Joy Guzman, jguzman@thepacker.com (913) 620-7407
Laurie Marinone, lmarinone@thepacker.com (508) 542-6750

Print