

Print / Digital / Events / Custom

# FRUIT GROWERS NEWS

# MEDIA

# KIT 2020



# Why Choose Fruit Growers News?

Fruit Growers News is the #1 B2B media brand in the U.S. reaching your customers and industry influencers. Our team of editors are thought leaders and information providers for fruit growers, packers/shippers, researchers, crop consultants and associations. Fruit Growers News has the strongest presence in the industry with its print magazine and dominant digital footprint, providing the most in-depth coverage that emphasizes timeliness, quality, accuracy, readability and respect. Content is focused on the leading-edge topics, developments and value-added content that drives the fruit industry.

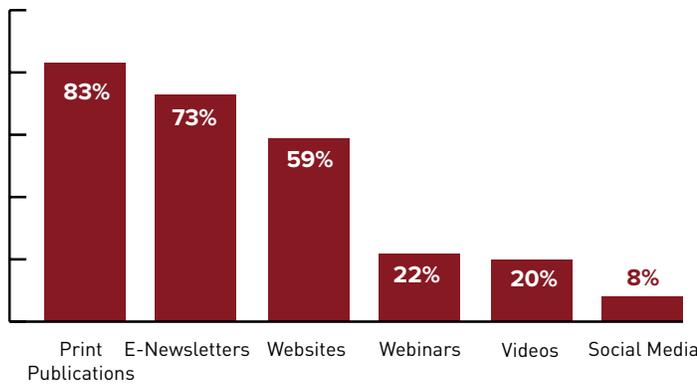
## Audited circulation<sup>1</sup> consisting of:

- Growers
- Packers/Shippers
- Crop Consultants
- Pest Control Advisors
- Processors
- Extension Educators
- Government Agencies
- Agriculture Associations
- Researchers
- Suppliers/Equipment



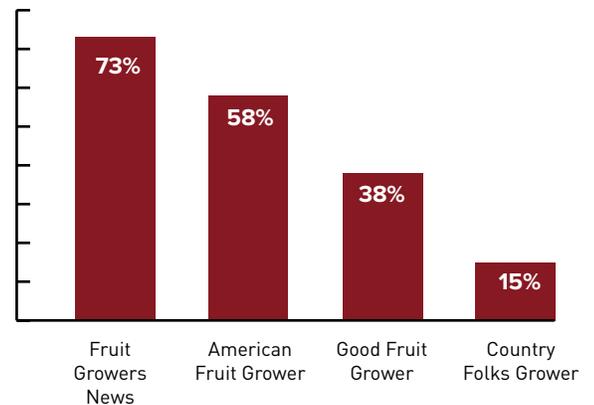
[1] June 2019 AAM Audit Statement

### Print still dominates!<sup>2</sup>



[2] Source: 2019 readership survey

### Most valuable trade magazine<sup>3</sup>



[3] Source: December 2018 Signet AdStudy

## Total Market Access

Save time and resources by utilizing our team to create a customized multimedia program to reach your target audience.

### PRINT



### E-NEWSLETTERS



### WEBSITE



### EVENTS



### SOCIAL MEDIA



### CUSTOM



# 2020 Editorial Calendar

## JANUARY – Winter Show Issue

- Vineyard Management
- Cranberries
- Blueberry
- Organic
- Farm Market & Agritourism

### BONUS DISTRIBUTION

- + Empire State Producers Expo
- + Mid-Atlantic Fruit & Vegetable Convention
- + NASGA Annual Meeting
- + Northwest Michigan Orchard & Vineyard Show
- + Ohio Produce Growers & Marketers Association Congress
- + Southwest Michigan Hort Days
- + Upper Midwest Regional Fruit & Vegetable Conference
- + Wisconsin Cranberry Growers School
- + Wisconsin Fresh Fruit & Vegetable Conference
- + NAFDMA Annual Convention
- + Indiana Horticultural Congress
- + Iowa Fruit & Vegetable Growers Conference
- + New Jersey Fruit & Vegetable Conference

## FEBRUARY – Weed Control Issue

- Organic
- Irrigation & Water Management
- Frost Control
- Pheromone Disruption
- Plant & Soil Nutrition
- Farm Market & Agritourism

### BONUS DISTRIBUTION

- + IFTA Annual Conference

## MARCH – Pest Control Issue

- Blueberry
- Cranberries
- Wildlife & Rodent Management
- Organic
- Farm Market & Agritourism

## APRIL – Food Safety Issue

- Biocontrols
- Irrigation & Water Management
- Raspberries/Blackberries
- Packaging Materials & Equipment
- Farm Market & Agritourism

## MAY – New Technology Issue

- Blueberry
- Cranberries
- Plant and Soil Nutrition
- Vineyard Management
- Farm Market & Agritourism

## JUNE – Harvest Issue

- Labor
- Irrigation & Water Management
- Food Safety
- Organic
- Farm Market & Agritourism

## JULY – CA and Cold Storage Issue

- Blueberry
- Cold Storage & Controlled Atmosphere
- Farm Market & Agritourism

## AUGUST – Plant & Soil Nutrition Issue

- Cranberries
- Fruit Crop Update
- Vineyard Management
- Farm Market & Agritourism

### BONUS DISTRIBUTION

- + USApple's Apple Crop Outlook
- + Cape Cod Cranberry Growers Annual Meeting
- + Northwest Michigan Hort Center Open House

## SEPTEMBER – Postharvest Issue

- Blueberry
- Food Safety
- Apple Crop Forecast
- Farm Market & Agritourism

## OCTOBER – 40 Under 40 Issue

- Winter Rodent Control
- Organic
- Great Lakes EXPO Preview
- Farm Market & Agritourism

## NOVEMBER – Great Lakes EXPO Issue

- Blueberry
- Vineyard Management
- Tree Fruit Variety Showcase
- Farm Market & Agritourism

### BONUS DISTRIBUTION

- + Great Lakes Fruit, Vegetable & Farm Market EXPO
- + Washington State Tree Fruit Association Annual Meeting

## DECEMBER – Signet® AdStudy Issue

- Winter Pruning
- Plant and Soil Nutrition
- Top IPM Trends
- Farm Market & Agritourism

### BONUS DISTRIBUTION

- + Illinois Specialty Crops Conference
- + Kentucky Fruit and Vegetable Conference
- + Southeast Regional Fruit & Vegetable Conference

## IN EVERY ISSUE

Editor's Letter, Grower Features, Production Topics, Industry News, Crop Protection News, New Products, Pome & Stone Fruit, Research Reports, Industry Columnists, FGN 7 and Calendar of Events



\* All bonus distribution is subject to change based on show dates.

# Connecting You With Key Customers

Fruit Growers News is the leading industry publication for all segments of the nation's fruit industry, from growers to marketers. Each issue guides subscribers through the latest news, products, information and strategies, providing them with essential information for making informed decisions. High-quality editorial combined with relevant advertising ensures industry professionals are always informed and ahead of emerging trends.

## 2020 Print Deadlines

MONTH	AD DEADLINE	MONTH	AD DEADLINE
JANUARY	Dec. 11, 2019	AUGUST	July 10
FEBRUARY	Jan. 10	SEPTEMBER	Aug. 7
MARCH	Feb. 7	OCTOBER	Sept. 11
APRIL	March 13	BUYERS' GUIDE	Oct. 2
MAY	April 10	NOVEMBER	Oct. 9
JUNE	May 8	DECEMBER	Nov. 13
JULY	June 12	JANUARY 2021	Dec. 11

## Ad Submission

<https://upload.greatamericanmediaservices.com>

Complete the submission details, select file(s) for upload and click submit.

## Ad Specifications

- For full-page ads, the live area (all text and logos must fall inside) must be at least 3/8" from the trim, and all bleeds must extend at least 1/8" beyond trim.
- Ads and embedded artwork must be CMYK and at least 300 dpi.
- Only PDF or TIFF files will be accepted.
- We are not responsible for the readability of ad copy below 10-point in size.

Ad Submission Questions?



**Samantha Orsi**  
Traffic Manager

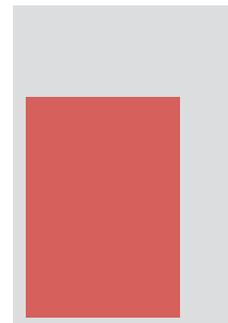
616.520.2148  
sorsi@greatamericanpublish.com

## AD SIZES

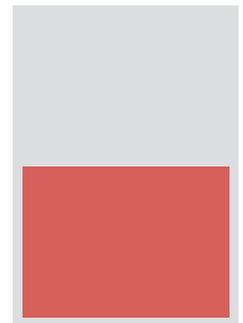
Final Trim Size  
Tabloid (No Bleed)  
10.5"w x 15"h

Live Area  
9.625"w x 14"h

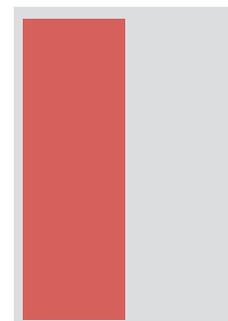
**Tabloid Page  
(Full Bleed)**  
10.75"w x 15.25"h



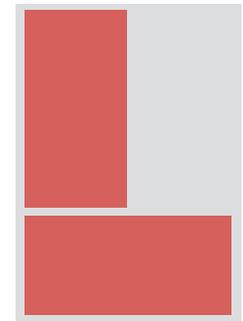
**Magazine Page  
Vertical**  
7.2"w x 10.25"h



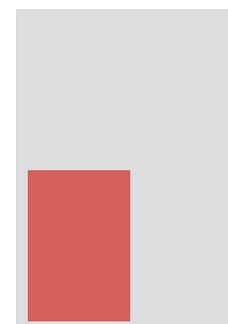
**1/2 Page Horizontal**  
9.625"w x 7"h



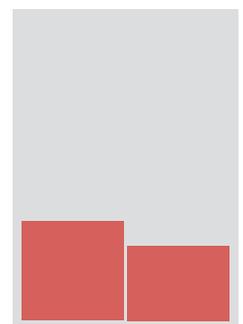
**1/2 Page Vertical**  
4.75"w x 14"h



**1/3 Page Horizontal**  
9.625"w x 4.625"h  
**1/3 Page Vertical**  
4.75"w x 9.25"h



**1/4 Page**  
4.75"w x 7"h



**1/6 Page**  
4.75"w x 4.625"h  
**1/8 Page**  
4.75"w x 3.5"h

# SPECIAL PRINT OPPORTUNITIES

Fruit Growers News has custom solutions to fit your advertising needs. Call Greg Sebel today for a marketing consultation and pricing details.

- Belly bands
- False cover or gatefold off the front cover
- Inserts – tipped, stitched or polybagged
- Mailing list rental
- Post-It Note
- Custom publications



**Belly Band**



**Post-It Note**



**Insert**

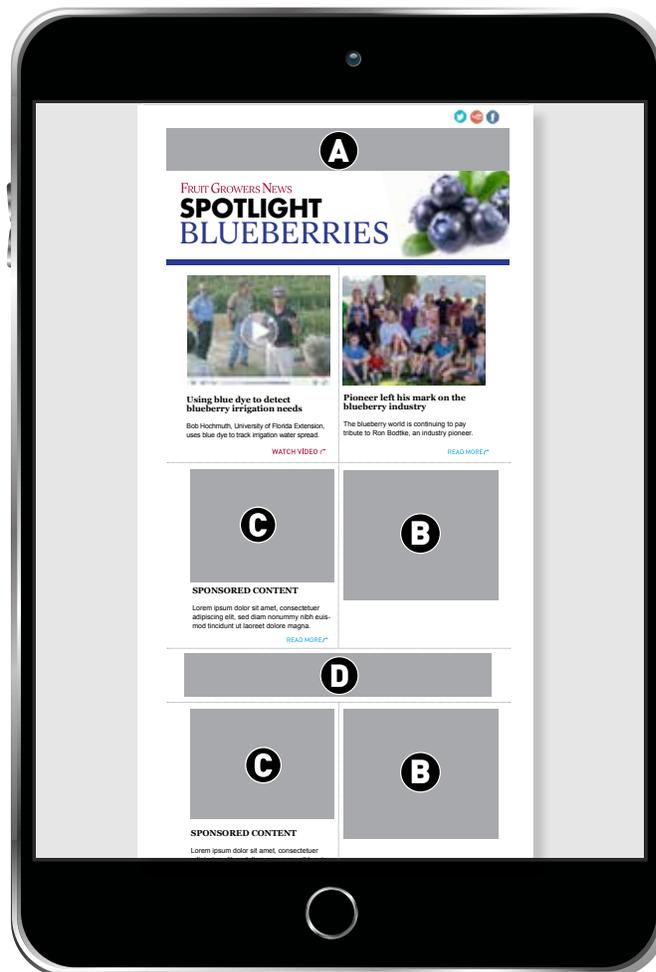


**False Cover**  
10.25" w x 14.75" h



**Gatefold**

# Spotlight Emails



Sponsor a crop or topic-specific e-newsletter and position your brand as a thought leader. You select the topic and our team will add the latest relevant news, videos and more.

## SPONSOR RECEIVES:

- All ad and sponsored content positions
- Emailed out to all FGN's digital audience
- Shared with all FGN's social media audience

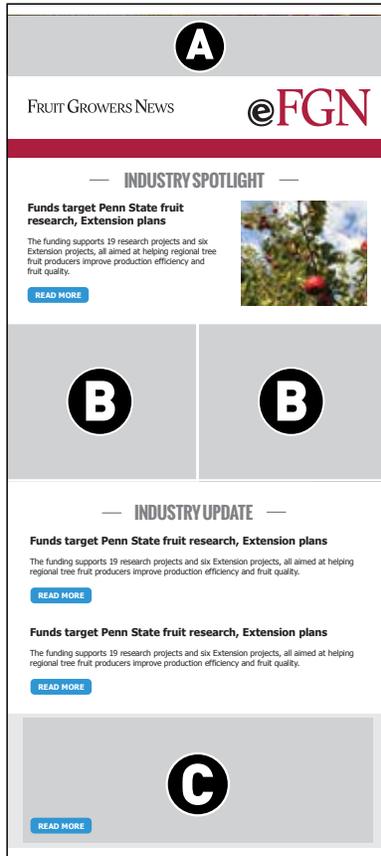
## SPOTLIGHT AD SIZES & SPECS

POSITION	SPECS	MAX SIZE
A. Leaderboard	600 x 90 px	40 kb
B. Medium Rectangle	300 x 250 px	40 kb
C. Sponsored Content	1 image: 4 x 6 inches; 150 dpi 5- to 10-word title Up to 75-word description	
D. Banner	468 x 60 px	40 kb



Reach thousands of fruit growers through eFGN, with an open rate that outperforms industry averages. This monthly e-newsletter features exclusive content not available anywhere else.

As part of your sponsorship your ad will run in conjunction with new product information, videos, industry interviews and news. Don't miss adding this digital solution to your marketing mix! Limited spaces available.



### eFGN AD SIZES & SPECS

POSITION	SPECS	MAX SIZE
A. Leaderboard	600 x 90 px	40 kb
B. Medium Rectangle	300 x 250 px	40 kb
C. Sponsored Content	1 Image (150 x 200 px) 5- to 10-word title Up to 75-word description	

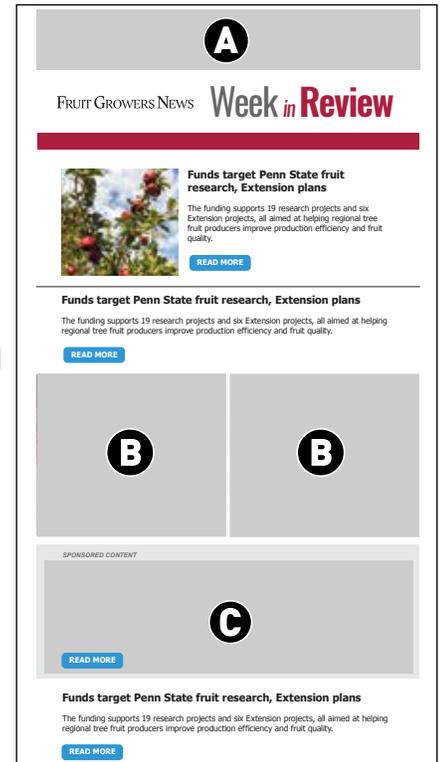
All e-newsletter ads must be RGB and 72 dpi to the specs above. Only web-ready files formatted as .gif or .jpg will be accepted.

### eFGN ADVERTISING DEADLINES

MONTH	AD DEADLINE	MONTH	AD DEADLINE
JANUARY	Jan. 6	JULY	July 6
FEBRUARY	Feb. 3	AUGUST	Aug. 3
MARCH	March 2	SEPTEMBER	Sept. 7
APRIL	April 6	OCTOBER	Oct. 5
MAY	May 4	NOVEMBER	Nov. 2
JUNE	June 1	DECEMBER	Dec. 7

# Week in Review

The Week in Review is FGN's hottest digital platform! This popular e-blast is sent each Saturday and has phenomenal open rates. Your high-visibility ad is placed prominently among these must-read news items. Plus, it comes with exclusive detailed metric and engagement reports. Limited spaces available.



### WEEK IN REVIEW AD SIZES & SPECS

POSITION	SPECS	MAX SIZE
A. Leaderboard	600 x 90 px	40 kb
B. Medium Rectangle	300 x 250 px	40 kb
C. Sponsored Content	1 Image (150 x 200 px) 5- to 10-word title Up to 75-word description	

All Week in Review ads must be RGB and 72 dpi to the specs above. Only web-ready files formatted as .gif or .jpg will be accepted.

### WEEK IN REVIEW ADVERTISING DEADLINES

Week in Review sends every Saturday. Ad materials due on the Monday prior to send date of the email in which your ad will appear.

## Digital Ad Submission

<https://upload.greatamericanmediaservices.com>

Complete the submission details, select file(s) for upload and click submit.

# FruitGrowers News.com

Create a truly integrated marketing campaign by featuring your company on FruitGrowersNews.com. The website is a leading go-to information source for fruit growers looking for products to help them farm efficiently. Online article archives, exclusive articles, photo galleries and product news keep bringing subscribers back for more throughout the year.

Advertise on FruitGrowersNews.com and ensure your message is in front of engaged viewers when they need it most. Limited spaces are available for 2020, so be sure to sign up early.



## WEBSITE AD DEADLINES

MONTH	AD DEADLINE
JANUARY	Dec. 18, 2019
FEBRUARY	Jan. 17
MARCH	Feb. 14
APRIL	March 18
MAY	April 17
JUNE	May 18
JULY	June 17
AUGUST	July 17
SEPTEMBER	Aug. 18
OCTOBER	Sept. 17
NOVEMBER	Oct. 16
DECEMBER	Nov. 17

## WEBSITE AD SIZES & SPECS

POSITION	SPECS	MAX SIZE
A. Leaderboard	728 x 90 px	40 kb
B. Medium Rectangle	300 x 250 px	40 kb
C. Pop-Up	600 x 600 px	40 kb

All website ads must be RGB and 72 dpi to the specs above. Only web-ready files formatted as .gif or .jpg will be accepted.

## Digital Ad Submission

<https://upload.greatamericanmediaservices.com>

Complete the submission details, select file(s) for upload and click submit.

## MORE OPPORTUNITIES

We want to maximize the impact of your web advertising. Ask us about creative options such as:

POP-UPS  
PULL-DOWNS  
PAGE-SPECIFIC ADS  
GEO-TARGETED ADS

**RESERVE YOUR  
SPACE ON  
FRUIT  
GROWERS  
NEWS.COM  
TODAY**



## Exclusive E-blasts

- Delivered to all Fruit Growers News email subscribers
- Provide your own HTML or utilize our expert design team for a nominal fee
- Optional A/B testing available, with analytics provided
- Target strategically based on crop or geography

# 2021 BUYERS' GUIDE

*Reach your customers year round with this print and digital resource!*

The Buyers' Guide is easy to navigate and includes all of the major product categories, from nurseries to packaging. It is mailed to all subscribers with the November issue and is available in digital format all year long at [fruitgrowersnews.com](http://fruitgrowersnews.com).



**ALL MATERIALS DUE BY OCT. 2, 2020**

## BUYERS' GUIDE DETAILS

- Companies purchasing ad space receive one free printed listing with company logo, plus a listing and link included in the digital edition posted on [FruitGrowersNews.com](http://FruitGrowersNews.com).
- The 2021 Buyers' Guide will be polybagged with the November issue.

## Media Kit Site

Visit our Media Kit site at

**fruitgrowers  
news.media**

for audience insight,  
additional options  
and much  
**MORE!**



## Custom marketing services

Contact your integrated marketing consultant to discuss custom marketing solutions that will drive results and generate new business leads.

**Content Creation/Integrated Editorial**  
**Case Studies**  
**Custom E-Blasts**  
**Custom Publication**  
**Event Planning and Promotion**  
**Retargeting**

**Social Media Sponsored Posts**  
**Spotlight Emails**  
**Surveys and Research Studies**  
**Video Production and Promotion**  
**Webinars**  
**White Papers**

## Contact Us

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[www.greatamericanmediaservices.com](http://www.greatamericanmediaservices.com)



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[youtube.com/  
TheFGNtv](https://www.youtube.com/TheFGNtv)



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