

# FRUIT GROWERS NEWS

# MEDIA

# KIT 2021



Print • Digital • Events • Custom

# 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 drive the fruit industry.

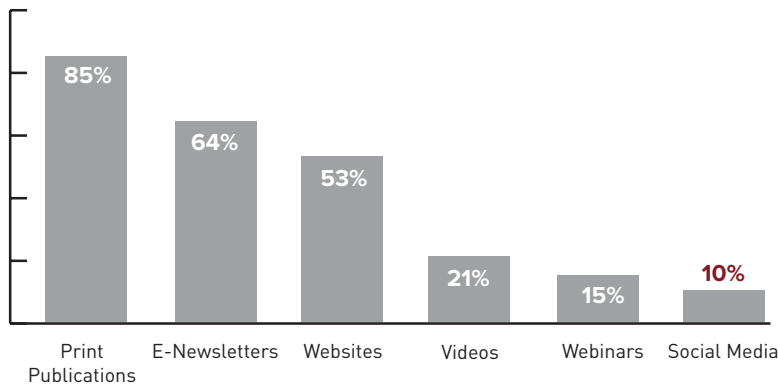
## Audited circulation<sup>1</sup> consisting of:

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



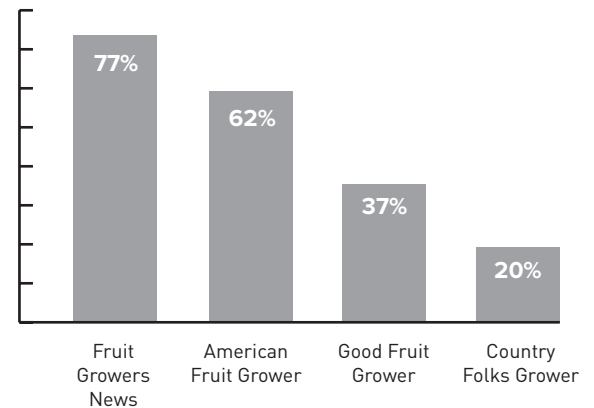
[1] June 2020 AAM Audit Statement

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



[2] Source: 2020 readership survey

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



[3] Source: December 2019 Signet AdStudy

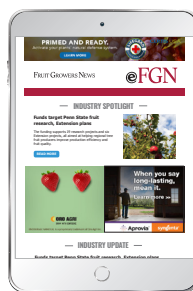
# Total Market Access

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



# 2021 Editorial Calendar

## JANUARY – Winter Show Issue

- Plant & Soil Health
- Grapes
- Blueberry
- Mating Disruption
- 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 – Disease Control Issue

- Plant & Soil Health
- Mating Disruption
- Irrigation & Water Management
- Frost Control
- Farm Market & Agritourism

### BONUS DISTRIBUTION

- + IFTA Annual Conference

## MARCH – Pest Control Issue

- Plant & Soil Health
- Blueberry
- Wildlife & Rodent Management
- Mating Disruption
- Farm Market & Agritourism
- Labor

## APRIL – Food Safety Issue

- Plant & Soil Health
- Food Safety on the Farm
- Irrigation & Water Management
- Caneberries
- Farm Market & Agritourism

## MAY – New Technology Issue

- Plant & Soil Health
- Blueberry
- Packaging Materials & Equipment
- Farm Market & Agritourism
- Grapes

## JUNE – Harvest Issue

- Plant & Soil Health
- Mating Disruption
- Food Safety on the Farm
- Farm Market & Agritourism

## JULY – Irrigation & Water Management Issue

- Plant & Soil Health
- Blueberry
- Cold Storage & Controlled Atmosphere
- Irrigation & Water Management

## AUGUST – Plant & Soil Health Issue

- Plant & Soil Health
- Fruit Crop Update
- Grapes
- 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

- Plant & Soil Health
- Food Safety on the Farm
- Apple Crop Forecast
- Farm Market & Agritourism

## OCTOBER – 40 Under 40 Issue

- Plant & Soil Health
- Wildlife & Rodent Management
- Emerging Crops
- Great Lakes EXPO Preview
- Farm Market & Agritourism

## NOVEMBER – Great Lakes EXPO Issue

- Plant & Soil Health
- Blueberry
- Grapes
- 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

- Plant & Soil Health
- Winter Pruning
- Top IPM Trends
- Mating Disruption
- 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 Techniques, Organic, New Products, Pome & Stone Fruit, Organic, Research Reports, Industry Columnists 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.

## 2021 Print Deadlines

MONTH	AD DEADLINE	MONTH	AD DEADLINE
JANUARY	Dec. 11, 2020	AUGUST	July 16
FEBRUARY	January 15	SEPTEMBER	August 13
MARCH	February 12	OCTOBER	September 17
APRIL	March 19	BUYERS' GUIDE	October 8
MAY	April 16	NOVEMBER	October 15
JUNE	May 7	DECEMBER	November 19
JULY	June 18	JANUARY 2021	December 10

## Ad Submission

<https://upload.greatamericanmediaservices.com>

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

Ad Submission Questions?



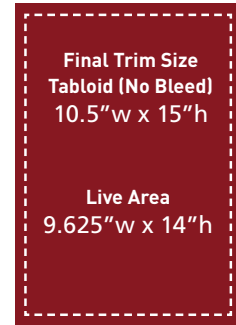
**Samantha Orsi**  
Traffic Manager

616.520.2148  
sorsi@greatamericanpublish.com

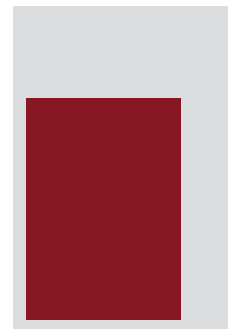
## Ad Specifications

- 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.

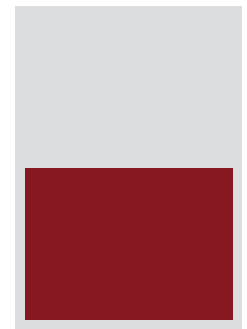
## Ad sizes



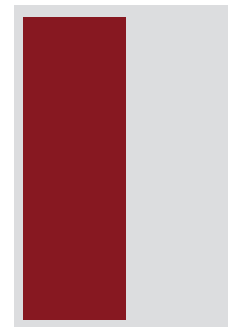
**Tabloid Page (Full Bleed)**  
10.75"w x 15.25"h



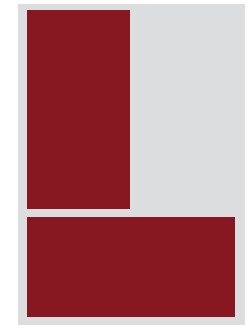
**Magazine Page Vertical**  
7.2"w x 10.25"h



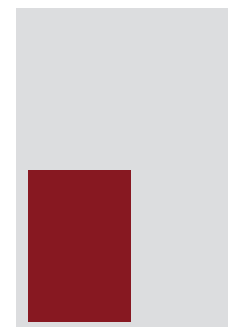
**1/2 Page Horizontal**  
9.625"w x 7"h



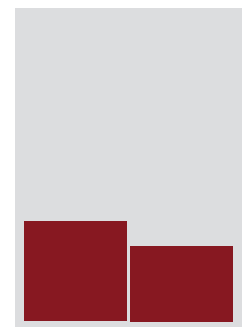
**1/2 Page Vertical**  
4.75"w x 14"h



**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.

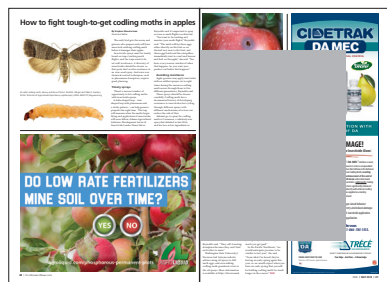
- Belly bands
- False cover or gatefold off the front cover
- Inserts – tipped, stitched or polybagged
- Mailing list rental
- Post-It Note
- Custom publications



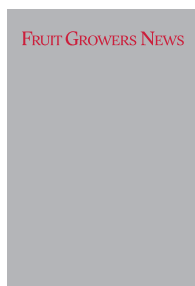
**Belly Band**



**Post-It Note**



**Insert**

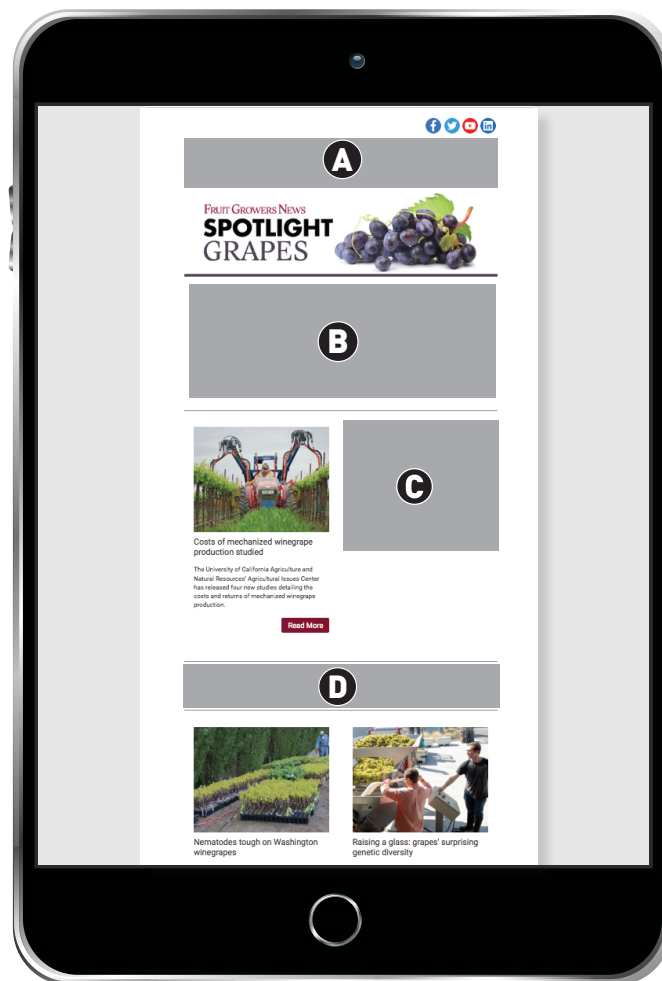


**False Cover**  
10.25" w x 14.75" h



**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 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. Sponsored Content	1 image: 150 x 200 px; 300 dpi 5- to 10-word title Up to 40-word description	
C. Medium Rectangle	300 x 250 px	40 kb
D. Banner	468 x 60 px	40 kb

Accepted Formats: JPG and GIF



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.

The screenshot shows a newsletter layout with several ad positions. Position A is at the top left. Position B consists of two medium rectangles side-by-side. Position C is a sponsored content block at the bottom. The newsletter content includes sections for 'INDUSTRY SPOTLIGHT' and 'INDUSTRY UPDATE', both featuring articles about Penn State fruit research and extension plans.

### 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 40-word description	
D. Leaderboard #2	600 x 90 px	40 kb

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

# 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.

The screenshot shows a 'Week in Review' newsletter layout. It features a prominent 'Week in Review' header, followed by a featured article with a 'READ MORE' button. Below this are two medium rectangle ads (B) and a sponsored content block (C) with a 'READ MORE' button. The layout is clean and professional, with a focus on high-quality content and clear calls to action.

### 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 40-word description	
D. Leaderboard #2	600 x 90 px	40 kb

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 2021, so be sure to sign up early.



## WEBSITE AD DEADLINES

MONTH	AD DEADLINE
JANUARY	Dec. 18, 2020
FEBRUARY	Jan. 18
MARCH	Feb. 15
APRIL	March 18
MAY	April 16
JUNE	May 18
JULY	June 17
AUGUST	July 16
SEPTEMBER	Aug. 18
OCTOBER	Sept. 17
NOVEMBER	Oct. 18
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
D. Sponsored Content	500-700 words 1 image 580 x 380 px	

All website ads must be RGB and 72 dpi to the specs above. Only web-ready files formatted as .gif, .jpg, HTML and 3rd party tags 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
- For HTML specifications visit [www.fruitgrowersnews.media/digital/mpp](http://www.fruitgrowersnews.media/digital/mpp)

# 2022 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).



## 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 2022 Buyers' Guide will be polybagged with the November issue.

**ALL MATERIALS DUE BY OCT. 8, 2021**

## 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 and Virtual Roundtables  
White Papers

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[linkedin.com/  
showcase/fruit-growers-  
news](https://linkedin.com/showcase/fruit-growers-news)



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