

VEGETABLE GROWERS NEWS

MEDIA KIT

2021



Print • Digital • Events • Custom

Why Choose Vegetable Growers News?

Vegetable Growers News is the #1 specialty crop B2B media brand in the U.S. reaching your customers and industry influencers. Our team of editors are thought leaders and information providers for vegetable growers, packers/shippers, researchers, crop consultants and associations. Vegetable 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 vegetable industry.

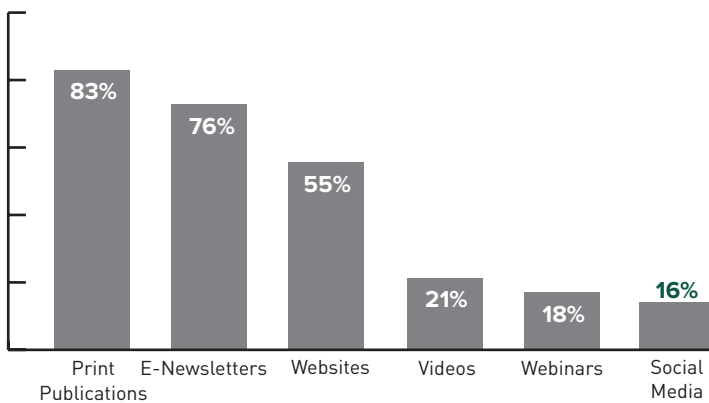
Audited circulation¹ consisting of:

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



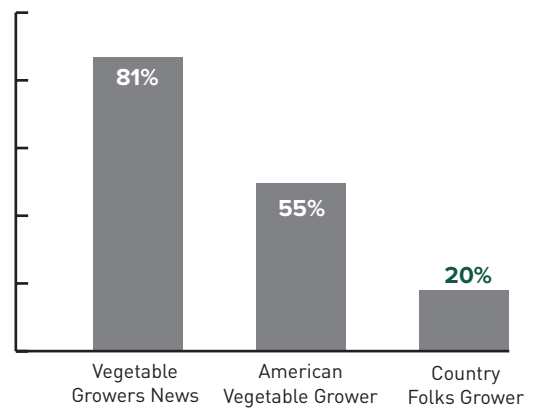
[1] June 2020 AAM audit statement

Preferred Resources for Industry Information²



[2] Source: 2020 Readership Survey

Most valuable trade magazine³



[3] Source: September 2019 Signet AdStudy

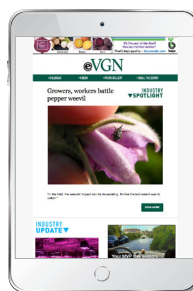
Total Market Access

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
- Tomatoes
- Sweet Corn
- Farm Market & Agritourism

BONUS DISTRIBUTION

- + Empire State Producers Expo
- + Illinois Specialty Crop Conference
- + NASGA Annual Meeting
- + Ohio Produce Growers & Marketers Association Congress
- + Southeast Regional Fruit & Vegetable Conference
- + Northern Growers & Marketers Conference
- + Wisconsin Fresh Fruit & Vegetable Conference
- + Iowa Fruit & Vegetable Growers Annual Conference
- + Mid-Atlantic Fruit & Vegetable Convention
- + Indiana Hort Congress

FEBRUARY – Disease Control Issue

- Plant & Soil Health
- Controlled Environment Agriculture
- Irrigation & Water Management
- Leafy Vegetables
- Farm Market & Agritourism

BONUS DISTRIBUTION

- + NAFDMA Annual Convention
- + New Jersey Agricultural Convention & Trade Show

MARCH – Plant and Soil Health Issue

- Plant & Soil Health
- Pumpkins & Squash
- Onions
- Labor
- Farm Market & Agritourism

APRIL – Pest Control Issue

- Plant & Soil Health
- Controlled Environment Agriculture
- Irrigation & Water Management
- Biocontrols
- Farm Market & Agritourism

MAY – Harvest & Labor Issue

- Plant & Soil Health
- Food Safety on the Farm
- Precision Ag
- Farm Market & Agritourism

JUNE – Postharvest Issue

- Plant & Soil Health
- Controlled Environment Agriculture
- Cold Storage & Controlled Atmosphere
- Farm Market & Agritourism

JULY – Irrigation Issue

- Plant & Soil Health
- Irrigation & Water Management
- Vegetable Crop Update
- Farm Market & Agritourism

AUGUST – Controlled Environment Issue

- Plant & Soil Health
- Controlled Environment Agriculture
- Farm Market & Agritourism

SEPTEMBER – Signet® AdStudy Issue

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

OCTOBER – 40 Under 40 Issue

- Plant & Soil Health
- Controlled Environment Agriculture
- Emerging Crops
- Farm Market & Agritourism

NOVEMBER – New Varieties Issue

- Plant & Soil Health
- Great Lakes EXPO Preview
- Seed Showcase
- Farm Market & Agritourism

DECEMBER – Great Lakes EXPO Issue

- Plant & Soil Health
- Top IPM Trends
- Controlled Environment Agriculture
- Irrigation & Water Management
- Melons
- Farm Market & Agritourism

BONUS DISTRIBUTION

- + Great Lakes Fruit, Vegetable & Farm Market EXPO

IN EVERY ISSUE

Editor's Letter, Grower Features, Production Topics, Industry News, Crop Protection Techniques, Organic, New Products, Research Reports, Industry Columnists and Calendar of Events



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

Connecting You With Key Customers

Vegetable Growers News is the leading industry publication for all segments of the nation's vegetable 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	Nov. 27, 2020	AUGUST	July 2
FEBRUARY	January 4	SEPTEMBER	July 30
MARCH	January 29	OCTOBER	August 3
APRIL	February 26	NOVEMBER	October 8
MAY	May 26	BUYERS' GUIDE	October 22
JUNE	April 30	DECEMBER	November 5
JULY	May 28	JANUARY 2021	November 29

Ad Submission

<https://upload.greatamericanmediaservices.com>

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

Ad Specifications

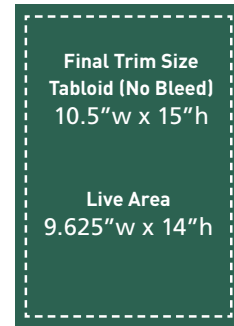
- For full-page ads, the live area (all text and logos must fall inside) must be at least 3/8" from the trim, and all bleeds must extend at least 1/8" beyond trim.
- Ads and embedded artwork must be CMYK and at least 300 dpi.
- Only PDF or TIFF files will be accepted.
- We are not responsible for the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

Ad Submission Questions?

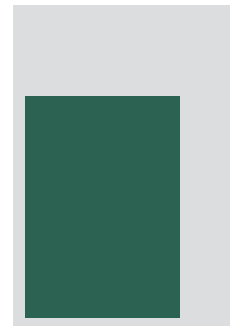


Samantha Orsi
Traffic Manager
616.520.2148
sorsi@greatamericanpublish.com

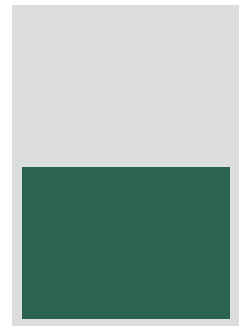
Ad sizes



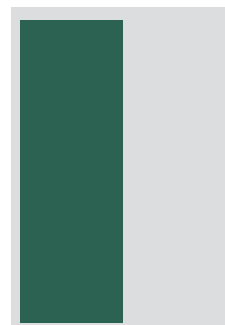
Tabloid Page (Full Bleed)
10.75" w x 15.25" h



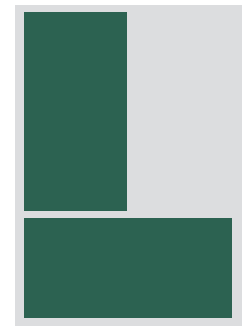
Magazine Page Vertical
7.2" w x 10.25" h



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

Vegetable 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

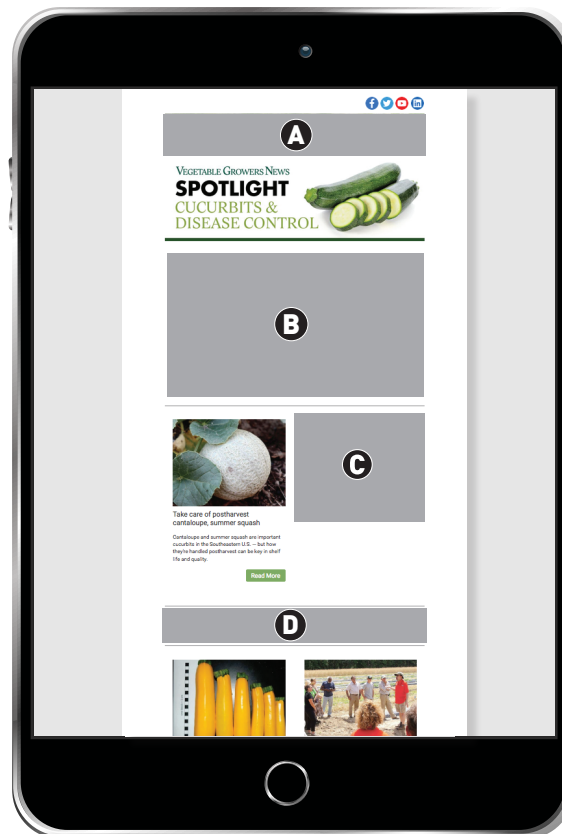


False Cover
10.25" w x 14.75" h



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 VGN's digital audience
- Shared with all VGN's social media audience

SPOTLIGHT AD SIZES & SPECS

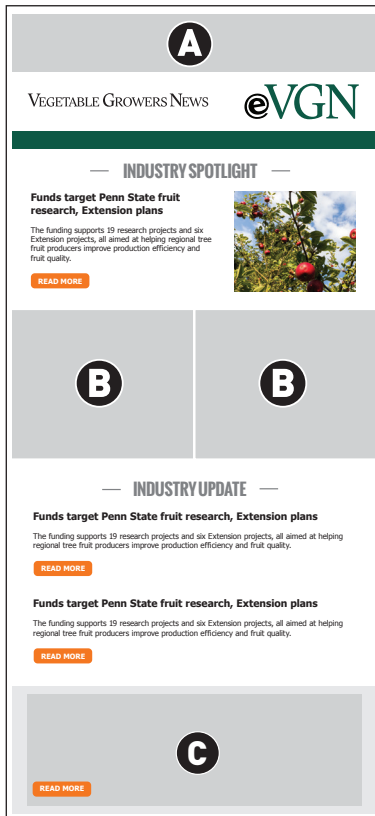
POSITION	SPECS	MAX SIZE
A. Leaderboard	600 x 90 px	40 kb
B. Sponsored Content	1 image: 150 x 200 px; 300 dpi 5- to 10-word title Up to 40-word description	
C. Medium Rectangle	300 x 250 px	40 kb
D. Banner	468 x 60 px	40 kb

Accepted Formats: JPG and GIF



Reach thousands of vegetable growers through eVGN, 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.



eVGN 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	

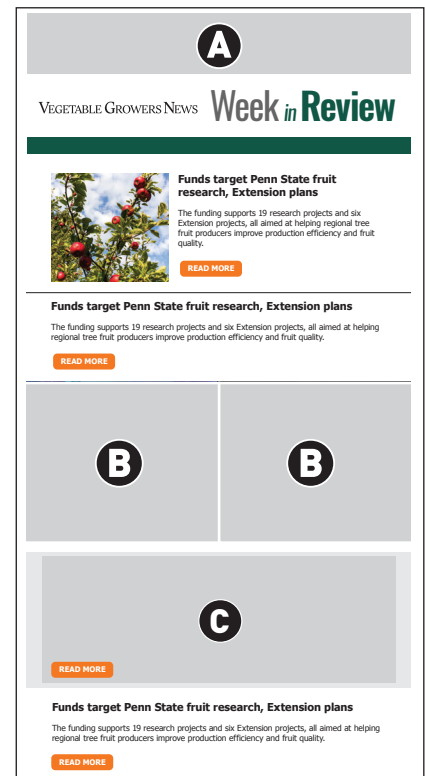
All e-newsletter ads must be RGB and 72 dpi to the specs above. Only web-ready files formatted as .gif or .jpg will be accepted.

eVGN ADVERTISING DEADLINES

MONTH	AD DEADLINE	MONTH	AD DEADLINE
JANUARY	Jan. 11	JULY	July 12
FEBRUARY	Feb. 8	AUGUST	Aug. 9
MARCH	March 8	SEPTEMBER	Sept. 13
APRIL	April 12	OCTOBER	Oct. 11
MAY	May 10	NOVEMBER	Nov. 8
JUNE	June 14	DECEMBER	Dec. 13

Week in Review

The Week in Review is VGN'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 40-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

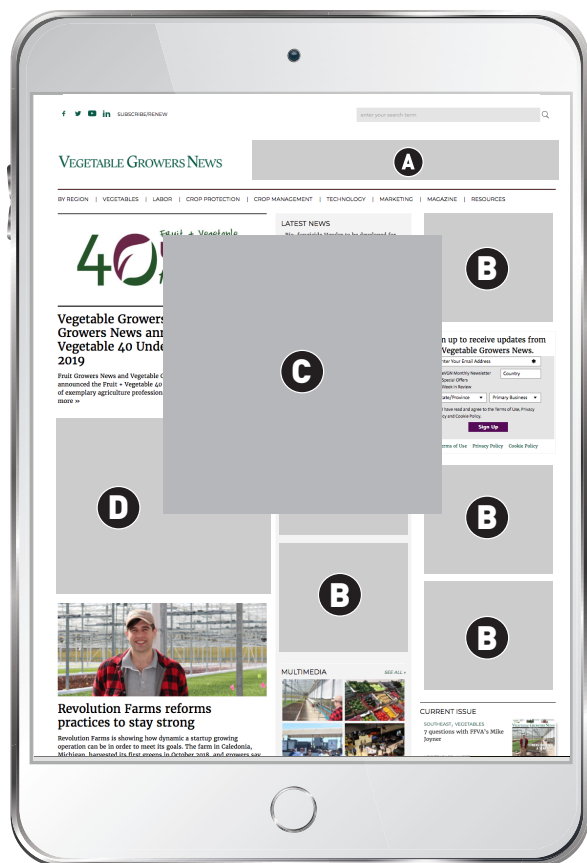
<https://upload.greatamericanmediaservices.com>

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

Vegetable GrowersNews.com

Create a truly integrated marketing campaign by featuring your company on VegetableGrowersNews.com. The website is a leading go-to information source for vegetable 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 VegetableGrowersNews.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 VEGETABLE GROWERS NEWS.COM TODAY



Exclusive E-blasts

- Delivered to all Vegetable 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.vegetablegrowersnews.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 December issue and is available in digital format all year long at vegetablegrowersnews.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 VegetableGrowersNews.com.
- The Buyers' Guide will be polybagged with the December issue.



ALL MATERIALS DUE BY OCT. 22, 2021

MEDIA KIT SITE

Visit our Media Kit site at vegetablegrowersnews.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 | Social Media Sponsored Posts |
| Case Studies | Spotlight Emails |
| Custom E-Blasts | Surveys and Research Studies |
| Custom Publication | Video Production and Promotion |
| Event Planning and Promotion | Webinars and Virtual Roundtables |
| Retargeting | White Papers |

Contact Us



Greg Sebel
Integrated Marketing Consultant
616.520.2146
vgndit@vegetablegrowersnews.com



Gary Pullano
Managing Editor
616.520.2144
vgnedit@vegetablegrowersnews.com



Gerry Bogdon
Vice President/Group Publisher
616.520.2150
gbogdon@greatamericanpublish.com



Samantha Orsi
Traffic Manager
616.520.2148
sorsit@greatamericanpublish.com