

# 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.

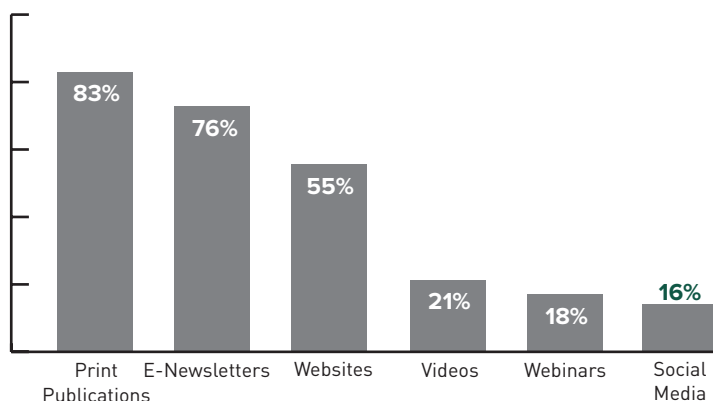
### Audited circulation<sup>1</sup> consisting of:

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



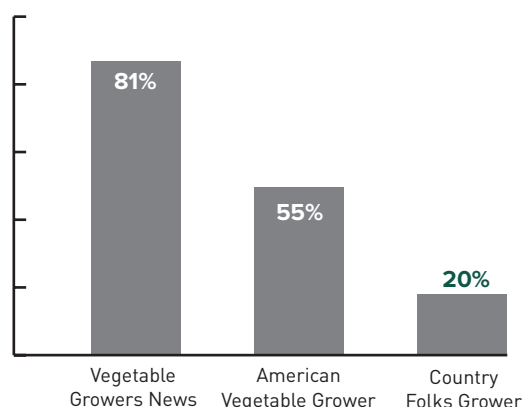
[1] June 2020 AAM audit statement

### Preferred Resources for Industry Information<sup>2</sup>



[2] Source: 2020 Readership Survey

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



[3] Source: September 2019 Signet AdStudy

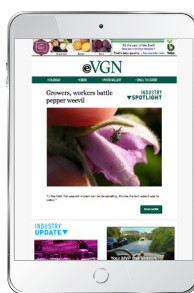
## Total Market Access

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	June 28
FEBRUARY	January 4	SEPTEMBER	July 28
MARCH	January 29	OCTOBER	August 30
APRIL	February 26	NOVEMBER	October 6
MAY	March 26	BUYERS' GUIDE	October 20
JUNE	April 28	DECEMBER	November 3
JULY	May 24	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.

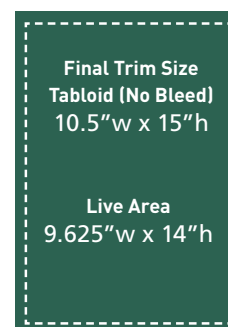
Ad Submission Questions?



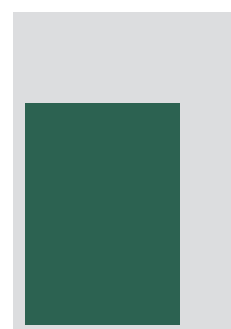
**Jolan Godfrey**  
Production Assistant &  
Traffic Coordinator

616.520.2148  
[jgodfrey@greatamericanpublish.com](mailto:jgodfrey@greatamericanpublish.com)

## Ad sizes



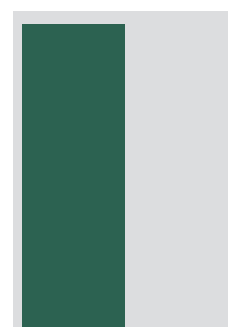
**Tabloid Page  
(Full Bleed)**  
10.75"w x 15.25"h



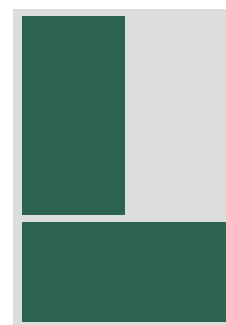
**Magazine Page  
Vertical**  
7.2"w x 10.25"h



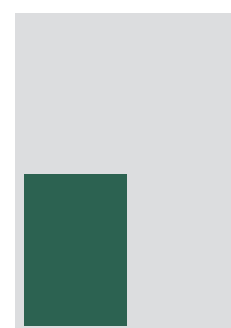
**1/2 Page Horizontal**  
9.625"w x 7"h



**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**

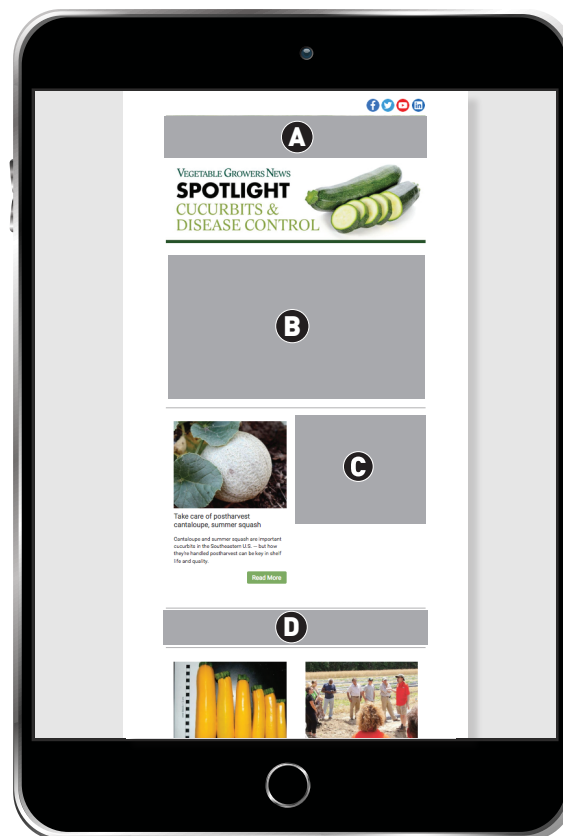


**False Cover**  
10.25" w x 14.75" h



**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

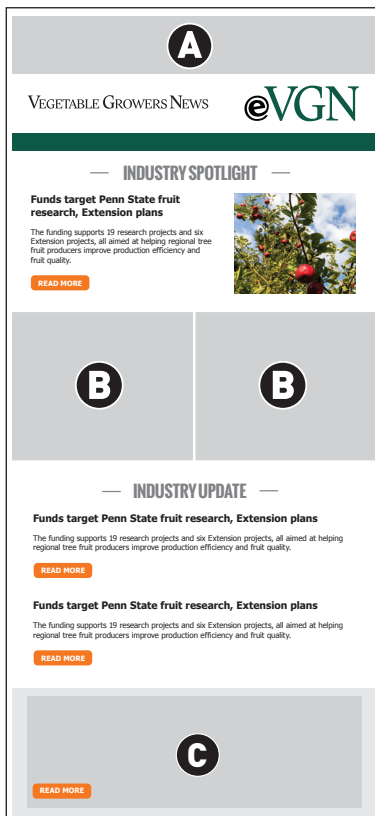
POSITION	SPECS	MAX SIZE
<b>A. Leaderboard</b>	600 x 90 px	40 kb
<b>B. Sponsored Content</b>	1 image: 150 x 200 px; 300 dpi 5- to 10-word title Up to 40-word description	
<b>C. Medium Rectangle</b>	300 x 250 px	40 kb
<b>D. Banner</b>	468 x 60 px	40 kb

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
<b>A. Leaderboard</b>	600 x 90 px	40 kb
<b>B. Medium Rectangle</b>	300 x 250 px	40 kb
<b>C. Sponsored Content</b>	1 Image (150 x 200 px) 5- to 10-word title Up to 40-word description	

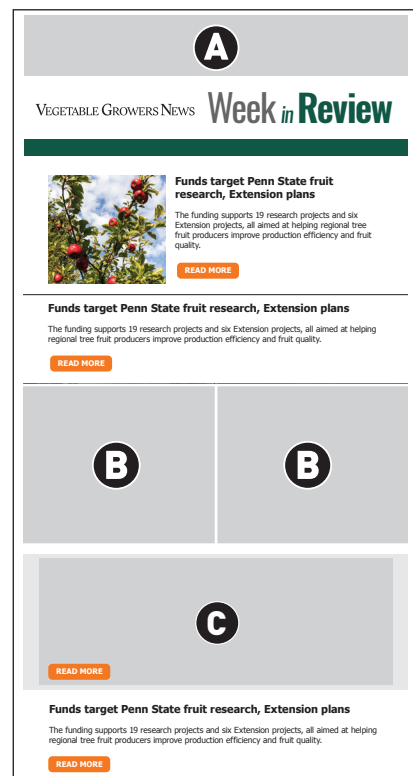
All e-newsletter ads must be RGB and 72 dpi to the specs above. Only web-ready files formatted as .gif or .jpg will be accepted.

## eVGN ADVERTISING DEADLINES

MONTH	AD DEADLINE	MONTH	AD DEADLINE
<b>JANUARY</b>	Jan. 11	<b>JULY</b>	July 12
<b>FEBRUARY</b>	Feb. 8	<b>AUGUST</b>	Aug. 9
<b>MARCH</b>	March 8	<b>SEPTEMBER</b>	Sept. 13
<b>APRIL</b>	April 12	<b>OCTOBER</b>	Oct. 11
<b>MAY</b>	May 10	<b>NOVEMBER</b>	Nov. 8
<b>JUNE</b>	June 14	<b>DECEMBER</b>	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
<b>A. Leaderboard</b>	600 x 90 px	40 kb
<b>B. Medium Rectangle</b>	300 x 250 px	40 kb
<b>C. Sponsored Content</b>	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

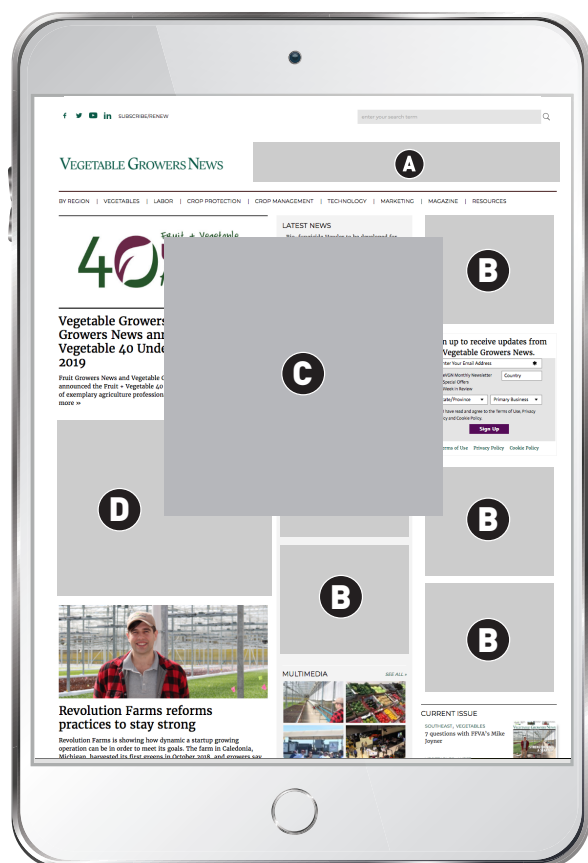
<https://upload.greatamericanmediaservices.com>

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](http://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](http://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](http://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](http://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  
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

## Contact Us



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



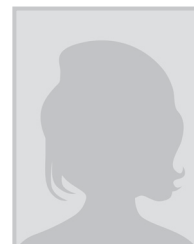
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