2020 Produce Retailer Media Kit

The Packer

www.thepacker.com | produceretailer.com
Produce Retailer aspires to be both an unmatched business resource and an engaging read for those who sell produce. You can expect to find data on purchasing behavior, search trends, retail promotions and more. You will also see analysis on what’s happening in the broader grocery space and how it relates to produce.

In addition to the magazine, ProduceRetailer.com provides daily updates on relevant news like produce-forward store formats, new hires, supermarket earnings reports, produce-related developments at major grocers and more. The website also has videos that recap the big stories of each week and review new products and programs.

Beyond the website, Produce Retailer is present on Facebook, Instagram, LinkedIn and Twitter, giving the content on the site a reach beyond just regular industry visitors. As we continually evolve and grow to meet the needs of the industry, always feel free to reach out if there is a topic you want to read about or a subject on which you’d like to provide perspective.

Speaking of conversation, I should introduce myself. I’ve been a writer for The Packer – the weekly newspaper that is a sister publication of Produce Retailer – for the past two years, covering everything from new products to outbreaks.

I may look a bit familiar to you even if you haven’t read my work, as I started up a video series called Packer Insight with editor Tom Karst and another called Millennials Eat with our copy editor and designer Amelia Freidline. I look forward to meeting and hearing from many of you as Produce Retailer embarks on this new chapter, which I’m confident will be an exciting one both for me and for this publication.

We thank you for your readership and look forward to your feedback. Talk soon!

Regards,

Ashley Nickle

Editor of Produce Retailer

Our Editorial Team

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Produce Retailer provides 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.

Invest your Advertising Dollars in a Verified, Audited Circulation of Retailers

<table>
<thead>
<tr>
<th>Produce Retailer</th>
<th>8,026</th>
</tr>
</thead>
<tbody>
<tr>
<td>Produce Business</td>
<td>No Audit</td>
</tr>
<tr>
<td>Audited 2x/Year</td>
<td></td>
</tr>
</tbody>
</table>

Derived from unaudited, unverified publisher statements; also include non-influential store-level readers.

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
Produce Retailer: **100% Retailer Focused**

Produce Retailer provides executives, senior managers and produce buyers with critical information to increase understanding of consumer use and purchasing habits of fresh produce and related products. **Produce Retailer reaches 100% retailers**, meaning no wasted circulation to other shippers.

**Produce Retailer**

**Total Circulation 8,026**

**Invest Your Advertising Dollars in a Verified, Audited Circulation of Retailers**

**AUDIENCE:**
- Owner
- President
- CEO
- General Manager
- VP of Perishables
- Director of Produce/Floral
- Produce Merchandiser
- Category Manager
- Produce Buyer

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>44 minutes</td>
<td>3.0</td>
<td>81%</td>
<td>53%</td>
</tr>
<tr>
<td>AVERAGE VISIT DURATION</td>
<td>READERS PER ISSUE</td>
<td>READ 3 OUT OF 4 ISSUES</td>
<td>ADS ARE EDUCATIONAL AND IMPORTANT</td>
</tr>
<tr>
<td>2.0 people</td>
<td>5K+ subscribers</td>
<td>83%</td>
<td>of readers</td>
</tr>
<tr>
<td>AVERAGE PASS ALONG</td>
<td>DIGITAL FORMAT</td>
<td>OF READERS</td>
<td>TOOK ACTION AS A RESULT OF ADS</td>
</tr>
</tbody>
</table>

**Which do you prefer?**
- Produce Retailer: 76%
- Produce Business: 18%
- No Answer: 6%

**PRODUCE SALES TEAM**
- Gary English, genglish@thepacker.com (913) 484-4503
- Elizabeth Cherry, echerry@thepacker.com (310) 990-9697
- Brian Woods, bwoods@thepacker.com (913) 438-0778
- Denise Sundvold, dsundvold@thepacker.com (314) 327-6758
Publication Specifications

Print  Digital  Broadcast  Events  Research

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: 7.875” x 10”
Non-bleed page size: 7” x 9.5”
Color: Process color or spot color from process tints

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

Inserts:
Single-page tipped inserts measure 8”x10.25” and will trim 0.12” on head, foot and face.
Multiple page inserts:
Please contact your rep

Ship preprinted INSERTS directly to:
LSC Communications
ATTN: James Dunning
1600 N. Main Street
Pontiac, IL 61764

Include publication and date of insertion on label.

Ad Collection
Carolyn Addington
(913) 438-0720
caddington@farmjournal.com

PRODUCE RETAILER 2018 PRINT RATES

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$8,405</td>
<td>$7,760</td>
<td>$7,110</td>
<td>$6,465</td>
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<tr>
<td>Full Page</td>
<td>$4,475</td>
<td>$4,135</td>
<td>$3,790</td>
<td>$3,440</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,840</td>
<td>$3,540</td>
<td>$3,245</td>
<td>$2,950</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,850</td>
<td>$2,630</td>
<td>$2,415</td>
<td>$2,195</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,640</td>
<td>$2,440</td>
<td>$2,235</td>
<td>$2,030</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,850</td>
<td>$1,710</td>
<td>$1,670</td>
<td>$1,420</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,355</td>
<td>$1,255</td>
<td>$1,145</td>
<td>$1,040</td>
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</tbody>
</table>

*Prices reflected are gross

INSERT RATES

<table>
<thead>
<tr>
<th>Unit</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page</td>
<td>$6,545</td>
</tr>
<tr>
<td>4 page</td>
<td>$8,960</td>
</tr>
</tbody>
</table>

PREMIUM POSITION RATES

Back cover . . . $9,800
Inside Front . . . $8,750
Inside Back . . . $7,450

COLOR RATES

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

*Note: Color charged per page.

3-Column Format  1 col ...2.25”  2 col ...4.5”  3 col ...7”

Non-Bleed Full Page 7” x 9.5”
Bleed Full Page: 8.12” x 10.25”
Final Trim: 7.875” x 10”
Keep live matter 1/2” from bleed

Non-Bleed Spread 15” x 9.5”
Bleed Spread: 15” x 9.5”
Final Trim: 15.75” x 10”
Keep live matter 1/2” from bleed
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 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, and further information is available online.

SPECIAL POLICIES AND REQUIREMENTS

Prepayment is required on first-time ad insertions and until billing and credit arrangements are established.

MECHANICAL SPECIFICATIONS:


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.

PLEASE SEND ALL AD MATERIALS TO:
Carolyn Addington
caddington@farmjournal.com
(913) 438-0720

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 thereafter 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. In the event that legal action or claim is 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 nondelivery 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 percent per month carrying charge. No cash discounts. All rates payable in U.S. funds.

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Denise Sundvold, dsundvold@thepacker.com (314) 327-6758

produceretailer.com
# Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD CLOSE</th>
<th>COMMODITIES FEATURED</th>
<th>FEATURE STORY</th>
<th>CONVENTION DISTRIBUTION</th>
<th>PROMO SECTION</th>
</tr>
</thead>
</table>
| JAN / FEB  | 2/1/20   | 12/27/19              | • Imported Berries  
• Citrus  
• Potatoes  
• Papayas  
• Mushrooms  
• Greenhouse Produce  
• Bananas  | • Suppliers prioritizing research to be better partners  
• On-trend grocery and fresh produce  
• Launch of Cosmic Crop  | • NGA  
• BrandStorm  
• SEPC  | • West Mexico Winter Produce  
• Apple Marketing |
| MAR / APR  | 4/1/20   | 2/24/19               | • Avocados  
• Onions  
• Mangoes  
• Garlic  
• Strawberries  
• Grapefruit  
• Lettuce  | • Category insights look ahead on cherries  
• Retail cultures that allow for creativity and end up increasing sales  | • Fresh Connections Retail  
• Women's Fresh Perspectives  
• Viva  
• WGCE  
• CPMA  | • Spring Fresh from Florida  
• Greenhouse Produce |
| MAY / JUN  | 6/1/20   | 4/22/19               | • Blueberries  
• Kiwifruit  
• Cherries  
• Pineapples  
• Watermelon  
• Summer Citrus  
• Specialties  | • Category insights look ahead on grapes  
• Best consumer takeaways from Fresh Trends  | • United Fresh  
• PMA Foodservice  
• GRMA  
• RPFC  | • Avocado Marketing  
• Organic Produce  
• Onion Marketing |
| JUL / AUG  | 8/1/20   | 6/24/19               | • Avocados  
• Lemons  
• Papayas  
• Packaged Produce  
• Apples  
• Melons  | • Category insights look ahead on citrus  
• Making the most of the summer months in sales  | • US Apple  
• NEPC  
• GrocerShop  
• Southern Innovations  | • Berries Marketing  
• California Grapes |
| SEP / OCT  | 10/1/20  | 8/26/19               | • Potatoes  
• Cranberries  
• Grapes  
• Pears  
• Pumpkins  
• Oranges  
• Mandarins  | • Produce Retailer of the Year  
• Holiday must-haves  | • PMA  
• FPAA  | • Fall Fresh from Florida  
• Apple Marketing |
| NOV / DEC  | 12/1/20  | 10/27/19              | • Avocados  
• Garlic  
• Tomatoes  
• Peppers  
• Chilean Produce  
• Sweet Potatoes  
• Brussels Sprouts  
• Leafy Greens  | • New products to snag for 2021  
• Tradeshow ROI for buyers and how to increase it  | • GOPEX  | • Imported Produce  
• Citrus Marketing  
• Mushroom Marketing |

**Producer Retailer**

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produceretailer.com
It remains the primary health challenge facing every feedyard: Bovine Respiratory Disease (BRD). Still the most common disease among feedyard cattle, it costs the industry between $800 and $900 million each year in reduced feed efficiency, treatment costs and deaths. Preventing those losses requires timely, accurate diagnosis, but that is a challenge of its own. "Unfortunately, current diagnostic methods to identify feedlot cattle affected with BRD are not always accurate," according to a recent paper in the Journal of Veterinary Internal Medicine. "Indeed, these methods, based on visual inspection..."