

# AMERICAN/WESTERN **FRUIT GROWER**™

## 2014 MEDIA PLANNER



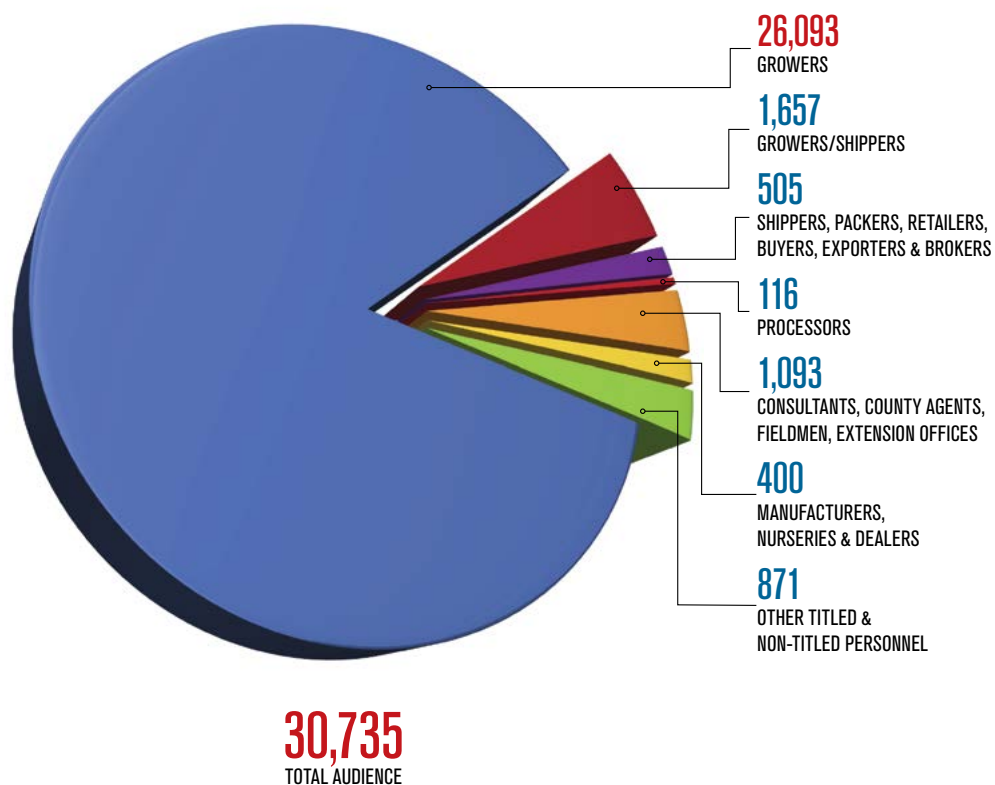
A MEISTER MEDIA WORLDWIDE Brand

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



COMMUNICATION & INFORMATION CENTER FOR SPECIALIZED AGRICULTURE WORLDWIDE

# Audience Profile



## A MESSAGE FROM THE PUBLISHER

Gerry Bogdon

PUBLISHER OF THE  
U.S. HORTICULTURE GROUP



The Horticulture Group at Meister Media Worldwide encompasses the familiar and successful brands of *American/Western Fruit Grower*, *American Vegetable Grower*, and *Florida Grower*. This group is an industry leader with an impressive history of serving agricultural markets. The team is dedicated to providing growers and suppliers with timely and useful information that helps them grow their businesses successfully, using print, digital and in-person forums. Contact one of our sales representatives to learn more about these brands and how we can put our expertise to work for you.

Gerry Bogdon  
Publisher of the U.S. Horticulture Group  
Ph. 407.539.6552 ext. 14  
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## Readership Facts

90%

**of readers** have read or looked through at least 3 of the last 4 issues.

52.2

**minutes** is how long our readers spend reading each issue on average.

87%

**of readers** have acted on ads seen in Fruit Grower (contacted advertiser, made a purchase, etc.).

56%

**of readers** visited an advertiser's website after seeing advertising in Fruit Grower.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
EDITORIAL THEME	Planting and Production Systems	Spray Technology	Precision Farming	Orchard Equipment	Irrigation	Food Safety	Harvesting / Technology	Direct Marketing	Postharvest Trends		New Varieties	
CROP FOCUS	California PNW / Grape Report	Pacific Northwest Tree Fruit Report	California Stone Fruit Report	California Nut Report (Pest Management)	California Citrus Report	California PNW / Grape Report	California Nut Report (In The Field)	Pacific Northwest Tree Fruit Report	California Citrus Report		California Nut Report (2014 Review, 2015 Outlook)	
VARIETIES	Featured Variety in Each Issue											
	Marketing & Managed Varieties								Nursery Report		Variety Showcase	
SPECIAL FEATURES	2014 Outlook	Organic Report	Blueberry Focus	International Fruit Tree (IFTA) Conference Coverage	Berries Focus	Organic Report	Using Social Media	Apple Grower of the Year	Top Growers/Power Players; Apple Crop Outlook		New Product Guide; Berries Focus	
PRODUCTION & TECHNOLOGY	Shifts in Fruit Acreage	New Pest Control Chemistries	Pollination	New Equipment	Crop Load Management				High Tunnels			
CROP PROTECTION	Crop Protection Series: Weed Management	Crop Protection Series: Disease Management	Crop Protection Series: Plant Nutrition	Crop Protection Series: Insect Management		Bird / Rodent Control		Biopesticides	Postharvest Disorders		Frost Protection	
GENNEXT INITIATIVE	Advocacy and Public Speaking	Succession Planning	New Technology	Water Issues	Human Resources	Business Planning	Using Social Media	Smaller Grower Needs	Marketing		Environmental Stewardship	
EVENTS	Bonus Distribution: OPGMA, Mid-Atlantic Fruit and Vegetable Convention, Unified Wine & Grape Symposium	Bonus Distribution: World Ag Expo, International Fruit Tree Association (IFTA) Conference			On-Location Reporting: Field Days	On-Location Reporting: Field Days	On-Location Reporting: Field Days	Bonus Distribution: U.S. Apple Outlook Conference	Bonus Distribution: Produce Marketing Association Fresh Summit		Bonus Distribution: Great Lakes Expo, Washington State Horticultural Association Annual Meeting, Almond Board Conference, Southeast Fruit and Vegetable Conference	
ONLINE	Winter Meetings Coverage	World Ag Expo Coverage: video, enewsletter, website	International Fruit Tree Association (IFTA) Coverage			Summer Field Day Coverage					2013 Year in Review	
AD SALES CLOSE	12/3/13	1/2/14	1/29/14	2/28/14	4/3/14	5/2/14	5/30/14	7/3/14	8/14/14		10/8/14	
AD MATERIAL DUE	12/12/13	1/14/14	2/10/14	3/11/14	4/15/14	5/12/14	6/10/14	7/15/14	8/25/14		10/21/14	

## PRINT ADVERTISING RATES

BLACK &amp; WHITE NATIONAL and REGIONAL (East or West) RATES

Frequency Discounts		1x	6x	12x	18x	24x	36x	48x
Full Page	National	4860	4670	4530	4380	4285	4040	3940
	Regional	2790	2670	2625	2535	2510	2365	2225
2/3 Page	National	3505	3365	3255	3155	3090	2910	2840
	Regional	2010	1930	1885	1830	1805	1700	1610
1/2 Page Island	National	2905	2785	2700	2625	2555	2415	2350
	Regional	1860	1790	1750	1690	1670	1590	1490
1/2 Page Horizontal	National	2655	2550	2465	2395	2340	2290	2155
	Regional	1585	1510	1485	1440	1415	1340	1265
1/3 Page	National	1805	1735	1670	1625	1590	1495	1460
	Regional	1140	1095	1075	1050	1045	970	915
1/6 Page	National	950	910	885	865	845	790	770
	Regional	580	555	535	515	510	485	455

## SPLIT-RUN CHARGES

	1 Page	2-Page Spread
B&W	365 gross	515 gross
2/c or Matched	510 gross	720 gross
3/c or 4/c	1010 gross	1225 gross

## PREFERRED COVER POSITIONS

Cover 2 (4/c)	+10%
Cover 3 (4/c)	+10%
Cover 4 (4/c)	+15%

Other Preferred Positions: 10% of gross rate (space, plus color, plus bleed). Ads requiring the same page position on two or more consecutive pages will be charged an additional 10% of gross rate.

## COLOR CHARGES per page or fraction

2-Color Standard	670
2-Color Matched	1000
4-Color	1530

## MARKETPLACE Frequency Discounts

	1x	6x	12x	18x	24x
1/3 Page	920	890	855	815	775
1/4 Page	690	670	645	615	585
1/6 Page	320	300	280	270	260
Inch	170	165	160	155	150

## CLASSIFIED ADVERTISING Frequency Discounts

	1x	6x	12x
Print	1.50/word	1.45/word	1.40/word
eMedia	150/month	145/month	140/month
Print & eMedia	1.25/word + 125/month		

All classified ads must be prepaid. No agency commission.  
A line border can be added around your ad for an additional fee.  
For additional information on classified advertising, contact Deb Preskar at 440.602.9188 or dapreskar@meistermedia.com.

## DIGITAL ADVERTISING RATES

## eNEWSLETTER RATES

American Fruit Grower eNews\*

Medium Rectangle	575
Leaderboard	525
Logo-Text	525
Horizontal Banner	525

\*Rates are for 1 eNewsletter placements.

## AD UPLOAD

To submit your advertising material electronically, click here or go to:  
[meistermedia.com/advertise/ad-upload](http://meistermedia.com/advertise/ad-upload)

## WEBSITE RATES

GrowingProduce.com\*

Vegetable	
Half Page	1245
Medium Rectangle	645
Leaderboard	745
Horizontal Banner	495

## Fruit &amp; Nut

Half Page	1645
Medium Rectangle	845
Leaderboard	945
Horizontal Banner	695

## Citrus

Half Page	1045
Medium Rectangle	545
Leaderboard	645
Horizontal Banner	445

## Run Of Site

Half Page	4895
Medium Rectangle	2495
Leaderboard	2195
Horizontal Banner	1895

\*Rates are effective January 1, 2014. All prices are net and are for one month unless noted. Please note that rates are subject to possible change and may go into effect at any time.  
This would only affect ads booked after the date of implementation.

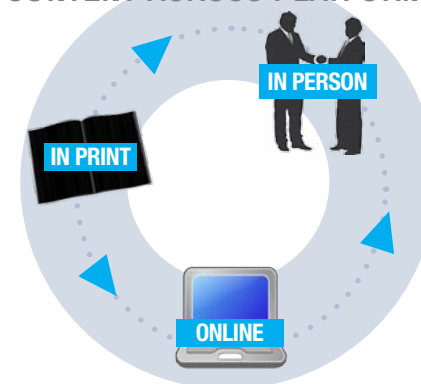
## Our Editorial Mission

Founded in 1880, *American/Western Fruit Grower* remains the trusted brand growers depend on to grow their crops and their profits. *American Fruit Grower* magazine reaches more than 12,000 producers, shippers and other influencers who serve the fresh and processing markets for deciduous fruits, citrus, grapes, berries and nuts. *Western Fruit Grower* has additional reach to nearly 18,000 producers and others who work with unique varieties and climate and market conditions in the American West. *American/Western Fruit Grower* compiles annual listings of the nation's most innovative fruit growers and administers leading award programs and industry initiatives.

## Our Customer Engagement Principles

*American/Western Fruit Grower's* number one priority is to help you grow your business. Through our multimedia platforms, such as magazines, websites, eNewsletters, in-person events, awards programs, and more, we can help you deliver your message **more** frequently and **more** consistently than any other ag media outlet. Contact us today to see how *American/Western Fruit Grower* can put you in front of your buyers.

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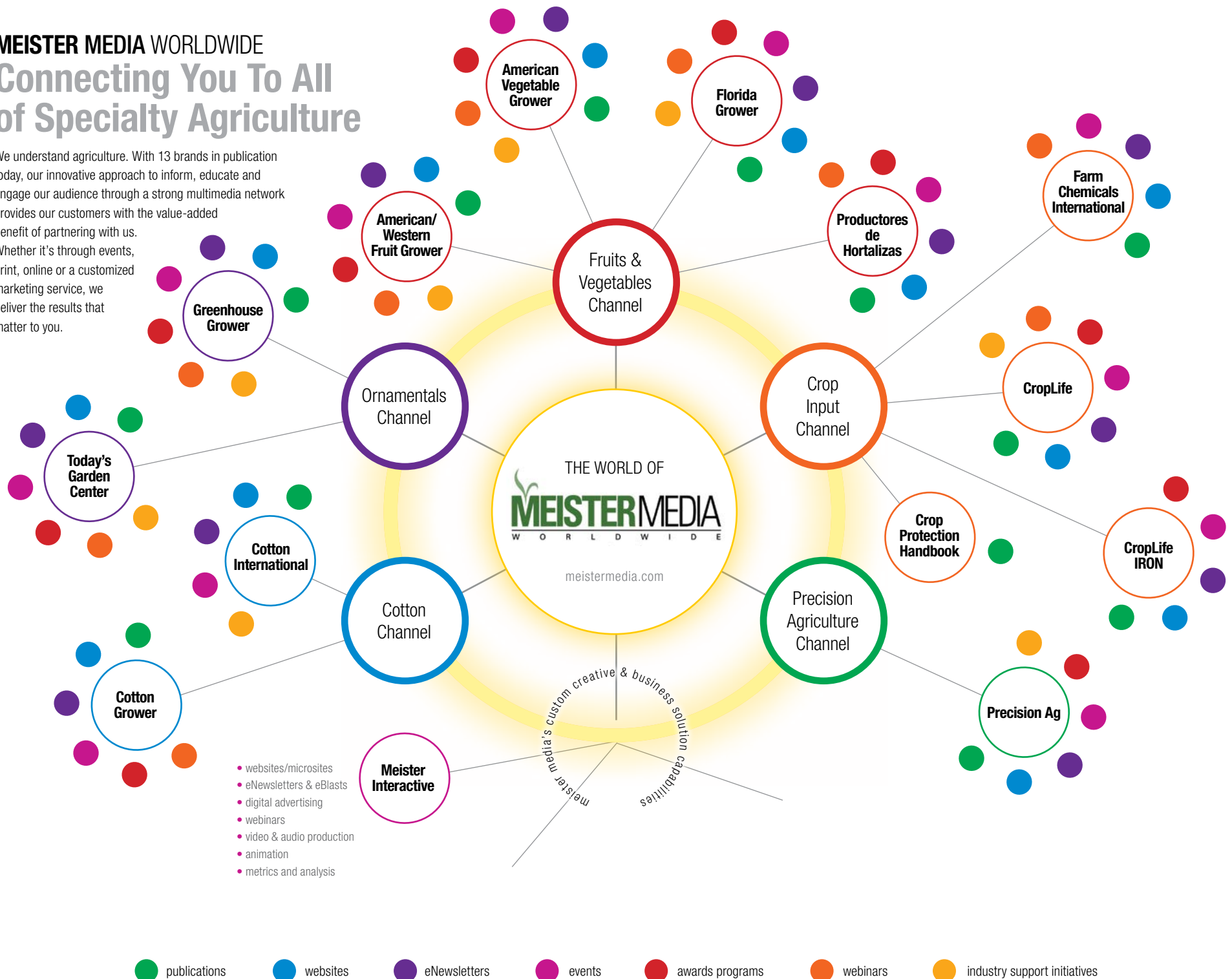
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# MEISTER MEDIA WORLDWIDE

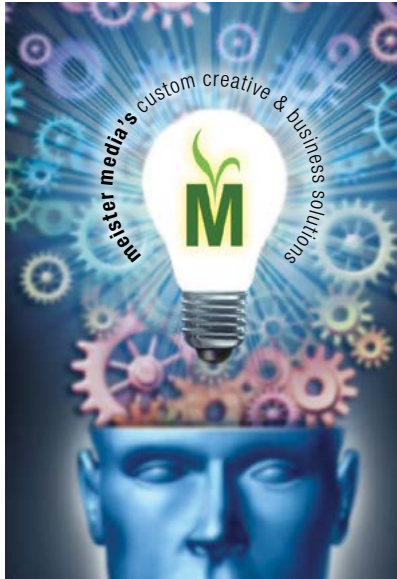
## Connecting You To All of Specialty Agriculture

We understand agriculture. With 13 brands in publication today, our innovative approach to inform, educate and engage our audience through a strong multimedia network provides our customers with the value-added benefit of partnering with us. Whether it's through events, print, online or a customized marketing service, we deliver the results that matter to you.



# Meister Custom Media

c u s t o m   c r e a t i v e   a n d   b u s i n e s s   s o l u t i o n   c a p a b i l i t i e s



## custom creative

Our dedicated Custom Projects team coordinates all the talent that Meister Media has to offer. The Creative Services Team is expert at logo design and branding, custom publications, brochures, posters and catalogs, while our Events Team develops seminars, trade shows, conferences and custom events around the globe. We also offer custom content development and writing capabilities. Experience + Creativity = WOW!



## meister interactive

Meister Interactive, a division of Meister Media, offers custom digital marketing services from concept to turnkey solutions — from strategic thinking, to content creation and design, to custom web and eMail development, video production and analytics. The scale is up to you; our services are vast and fully customizable. Go to [MeisterInteractive.com](http://MeisterInteractive.com) for more.



## meister direct

Meister Direct maximizes your marketing efforts through an integrated approach that utilizes direct mail and online marketing working in tandem. Services include targeted direct mail, audience demographics, ride-along distribution, mail list rental, database management, eDirects, lead generation, surveys and brand studies. We deliver results!



## studio m

Studio M, a video and audio production facility that opened in 2009, is equipped with high-definition video and audio equipment, greenscreen capability, industry-leading editing and motion graphics software. We also offer scripting and storyboarding. Video today is affordable and highly effective at motivating buyers. Let us put your business center-stage!



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