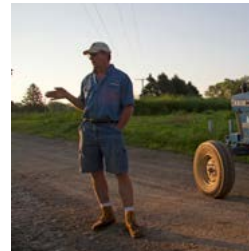
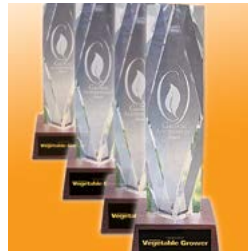


# AMERICAN Vegetable Grower<sup>®</sup>

## 2014 MEDIA PLANNER



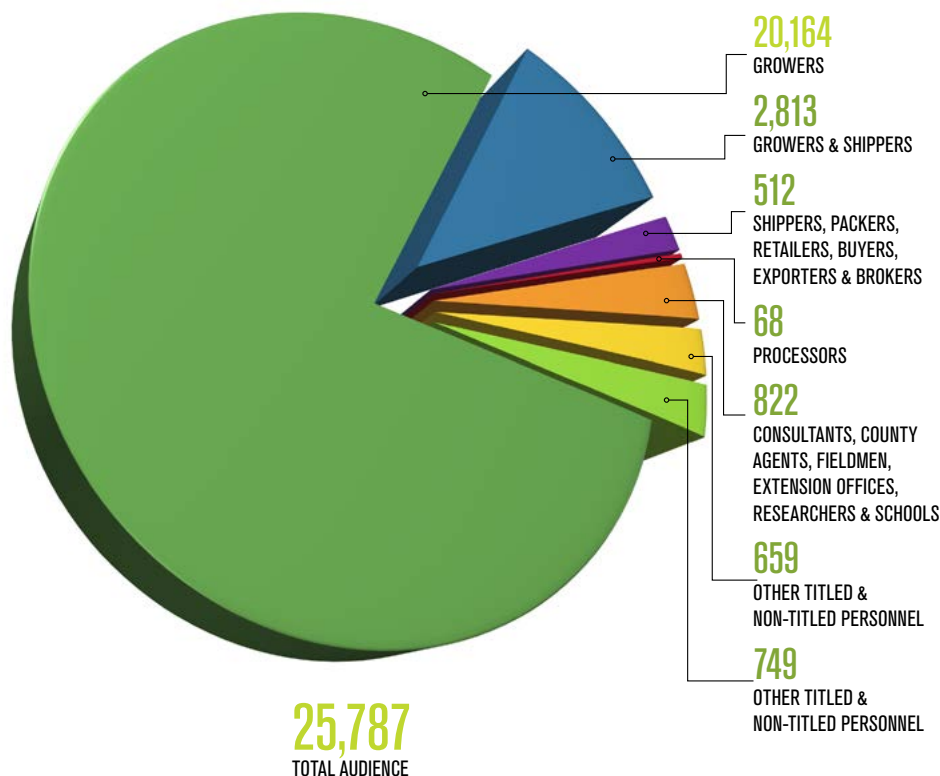
A MEISTER MEDIA WORLDWIDE Brand

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

**MEISTERMEDIA**  
WORLDWIDE

COMMUNICATION & INFORMATION CENTER FOR SPECIALIZED AGRICULTURE WORLDWIDE

# Audience Profile



## Readership Facts

88%

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



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



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



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

## 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 the U.S. specialty 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

[gnbogdon@meistermedia.com](mailto:gnbogdon@meistermedia.com)

# 2014 CONTENT & KEY DATES CALENDAR

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
THEME	Field Prep And Plastics: The Latest Planting Equipment Updates	Spray Technology	Precision Farming; New Technology	Field Equipment	Irrigation Management	High Tunnel Production	Harvest Trends	Traceability	Postharvest Trends	Top Vegetable Growers / Power Players	Seed Trials	Varieties
SPECIAL FOCUS	How To Survive The Food Safety Modernization Act: The Next Steps	Nozzles and Drift Management	Transplant Production Tips	New Technology Unveiled At Winter Trade Shows	Water Conservation Pointers	Labor Update	Farm Marketing Tips	Traceability Tools Update	2014 Grower Achievement Award	Highlights From Top Growers	Product Guide	Vegetable Variety Showcase and Winter Meeting Previews
CROP PROTECTION	Weed Management	Disease Management	Nutrient Deficiencies	Insect Management	Pollination Tips	Maintaining Healthy Cucurbit Plants	Insect Control In Onions	Disease Control In Tomatoes	Insect Control in Sweet Corn	Nutrition Pointers in Cole Crops	Managing Disease In Strawberries	Insect Control In Beans
CROP FOCUS	Crop Outlook 2014	Tomatoes	Beans	Sweet Corn	Cucumbers	Cole Crops	Pumpkins	Peppers	Ethnic Vegetables	Lettuce	Onions	Melons
GENNEXT GROWER COVERAGE	Advocacy & Public Speaking	Water Issues	Succession Planning	New Technology	Human Resources	Business Planning	Using Social Media	Smaller Grower Needs	Marketing	Sustainability	Influencing Lawmakers	What Associations Look For In Leaders
FEATURED VARIETIES	Featured Varieties	Featured Varieties	Featured Varieties	Featured Varieties	Featured Varieties	Featured Varieties	Featured Varieties	Featured Varieties	Featured Varieties	Featured Varieties		Vegetable Variety Showcase
CALIFORNIA REPORTS	California Report: California Vegetable Trends		California Report: Strawberries/Berries		California Report: Leafy Greens		California Report: Melons, Watermelons, Cucurbits		California Report: Tomato		California Report: Water Conservation	
PROTECTED AGRICULTURE	Pest Control			Production Pointers				Varieties			Structures	
ORGANIC PRODUCTION		Organic Production Update				Organic Production Update				Organic Production Update		
EVENTS AND BONUS DISTRIBUTION	Ohio Produce Growers & Marketers Association Congress, North American Farmers' Direct Marketing Association	Mid-Atlantic Fruit & Vegetable Association, World Ag Expo, Southwest Ag Summit	Mississippi Greenhouse Tomato Short Course  Arizona Greenhouse Short Course				International Tomato Congress	Texas Produce Association Convention	Joint Tomato Conference, United Fresh Washington Public Policy Conference	Produce Marketing Association Fresh Summit, Western Growers Annual Meeting, CAPCA	Great Lakes Expo, Pacific Northwest Vegetable Association Annual	National Potato Council Annual Meeting, Vegetable Growers Association of New Jersey Annual Meeting, Southeast Regional Fruit & Vegetable Conference
ONLINE			Highlights From Winter Trade Shows	Highlights From Winter Trade Shows					Vegetable Seed Trials	Vegetable Seed Trials	Vegetable Seed Trials	
AD SALES CLOSE	11/27/13	12/31/13	1/28/14	3/6/14	4/7/14	5/5/14	6/6/14	7/7/14	8/1/14	9/5/14	10/3/14	10/30/14
AD MATERIAL DUE	12/11/13	1/13/14	2/7/14	3/18/14	4/16/14	5/13/14	6/17/14	7/16/14	8/12/14	9/16/14	10/14/14	11/10/14

## 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	5075	4870	4670	4460	4260	4165	4065
	Regional	2535	2435	2335	2225	2135	2080	2020
2/3 Page	National	3460	3305	3175	3040	2900	2830	2765
	Regional	1725	1655	1590	1515	1455	1415	1375
1/2 Page Island	National	2940	2825	2705	2585	2475	2415	2355
	Regional	1475	1410	1350	1290	1245	1205	1175
1/2 Page Horizontal	National	2695	2580	2475	2365	2260	2205	2130
	Regional	1340	1290	1245	1185	1130	1095	1070
1/3 Page	National	1830	1750	1680	1610	1535	1495	1465
	Regional	915	875	840	800	770	745	725
1/6 Page	National	965	925	890	845	810	790	780
	Regional	475	455	435	420	400	395	385

## 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

	National	Regional
2-Color Standard	705	455
2-Color Matched	905	715
4-Color	1975	1400

## MARKETPLACE Frequency Discounts

	1x	6x	12x	18x	24x
1/3 Page	1315	1270	1210	1155	1110
1/4 Page	975	920	905	865	815
1/6 Page	685	660	630	610	585
Inch	160	155	150	145	145

## 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 Vegetable Grower eNews\*

Medium Rectangle	625
Leaderboard	575
Logo-Text	475
Horizontal Banner	475

\*Rates are for 1 eNewsletter placements.

The diagram illustrates the layout of an eNewsletter. At the top is a 'Leaderboard' banner. Below it is the 'eNews' header with navigation links: 'Web Version', 'Sign Up', 'Send to a Friend', 'Add to Safe Sender List', and 'Advertise'. The main content area includes a 'Sponsorship Logo' section, followed by a 'Header' section with a 'Medium Rectangle' ad. Below the header is a 'Section' with a 'Logo-Text' ad. Further down is another 'Section' with a 'Medium Rectangle' ad. At the bottom is a 'Horizontal Banner' ad.

The diagram shows a green box with the text: '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

The diagram shows a website layout with several ad placements. At the top is a 'Leaderboard' banner. Below it is a 'Horizontal Banner' ad. To the right of the horizontal banner is a 'Half Page' ad. Below the horizontal banner is a 'Medium Rectangle' ad.

\*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.

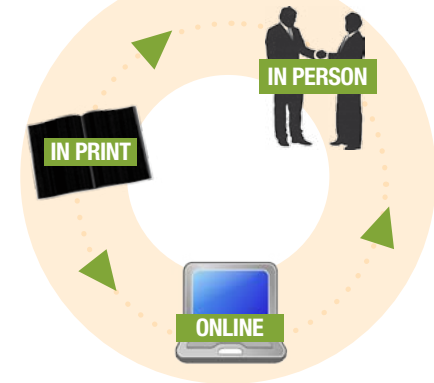
## Our Editorial Mission

Since its founding in 1908, *American Vegetable Grower* has served as the voice for the fresh and processing vegetable industry in the United States. *American Vegetable Grower* magazine provides insight on field, greenhouse and organic production, marketing, and new varieties and new products to nearly 26,000 growers, shippers and other influencers from coast to coast. *American Vegetable Grower* compiles annual rankings of leading vegetable growers in the nation, offers several eMedia products and manages industry-leading events, award programs and initiatives.

## Our Customer Engagement Principles

*American Vegetable 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 Vegetable Grower* can put you in front of your buyers.

## CONTENT ACROSS PLATFORMS



### ROSEMARY GORDON

Editor  
440.602.9216  
rgordon@  
meistermedia.com

### PAUL RUSNAK

Managing Editor, Online  
407.539.6552  
prusnak@  
meistermedia.com

### ANA ISABEL REHO

Group Editor  
440.602.9102  
areho@  
meistermedia.com

### DAVID EDDY

Senior Western Editor  
209.573.8740  
deddy@  
meistermedia.com

### CHRISTINA HERRICK

Copy Editor  
440.602.9106  
cmherrick@  
meistermedia.com

### KIM ZILVERBERG

Western Account Mgr.  
612.961.8811  
kzilverberg@  
meistermedia.com

### DIANE HART

Eastern Account Mgr.  
440.602.9121  
dhart@  
meistermedia.com

### GERRY BOGDON

Publisher  
407.539.6552 x.14  
gnbogdon@  
meistermedia.com

### JENNA RYMER

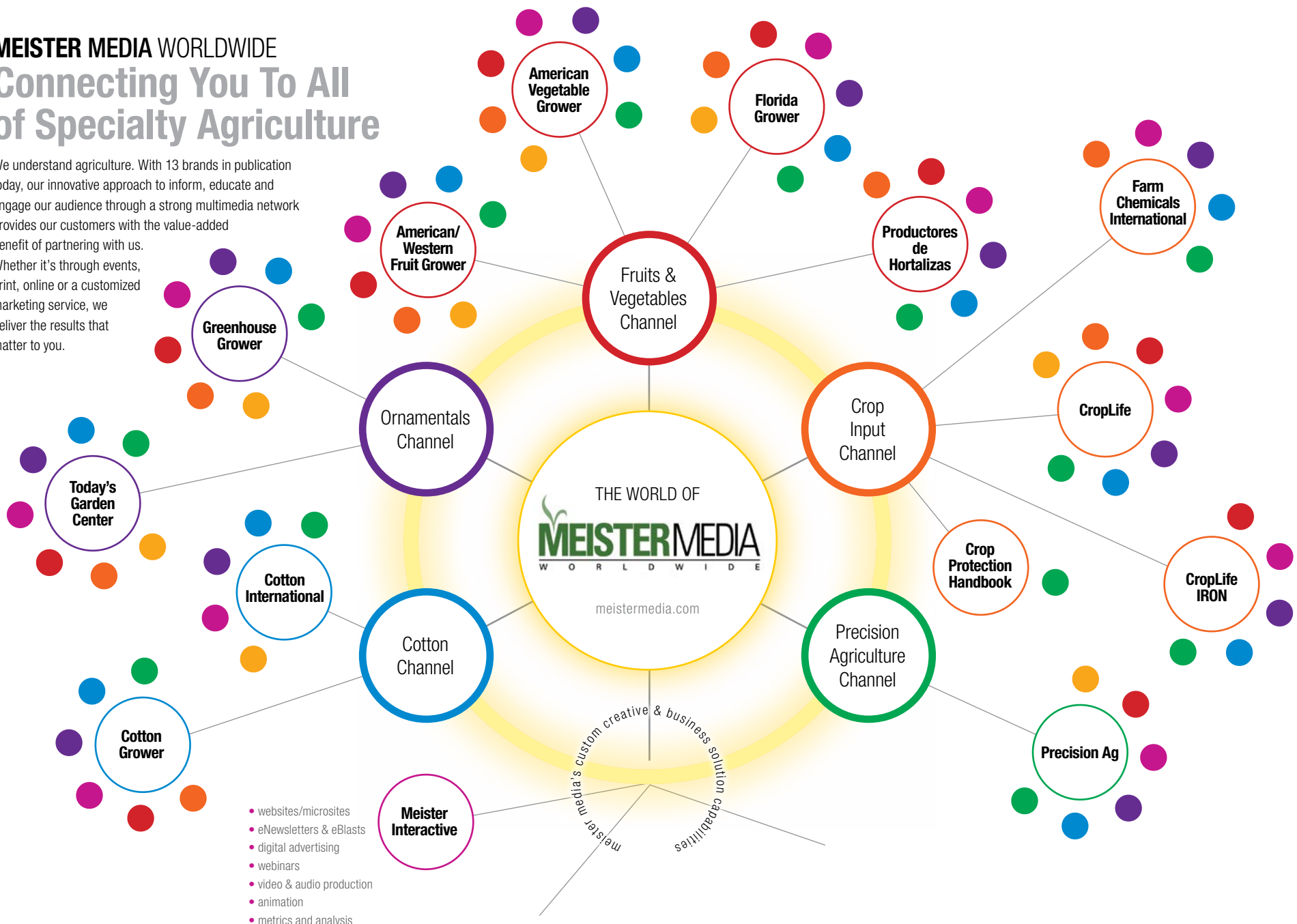
Horticulture Group Assistant  
440.602.9139  
jrymer@  
meistermedia.com



# MEISTER MEDIA WORLDWIDE

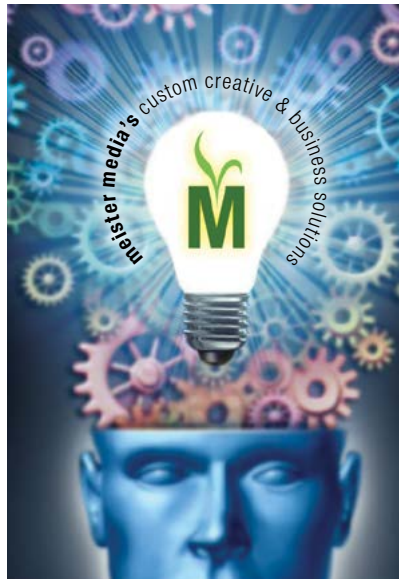
## Connecting You To All of Specialty Agriculture

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!



**Corporate Headquarters:** 37733 Euclid Avenue, Willoughby, OH 44094-5992 | 440-942-2000 | [www.meistermedia.com](http://www.meistermedia.com) | **Satellite Offices:** Memphis, TN | Winter Park, FL | Modesto, CA | St. Louis, MO