



# 2014 MEDIA PLANNER



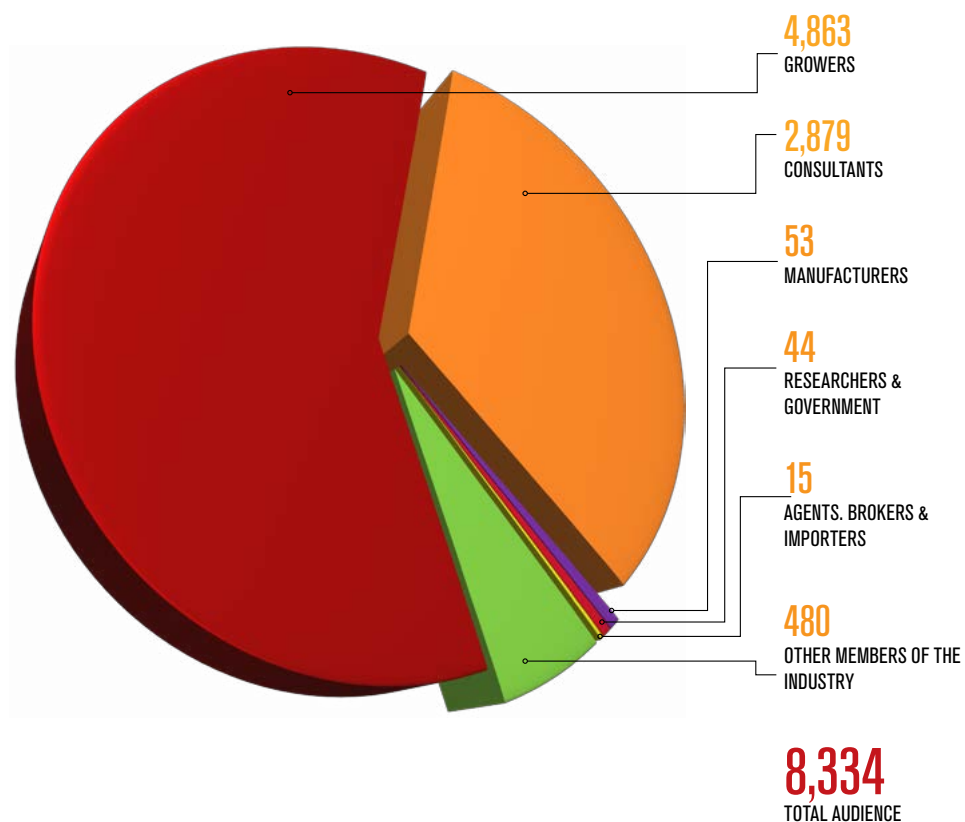
A MEISTER MEDIA WORLDWIDE Brand

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



COMMUNICATION & INFORMATION CENTER FOR SPECIALIZED AGRICULTURE WORLDWIDE

## Audience Profile



### A MESSAGE FROM THE PUBLISHER

**Homero  
Ontiveros**

PUBLISHER  
LATAM HORTICULTURE



The Horticulture Group at Meister Media Worldwide includes the familiar and successful brand, **Productores de Hortalizas**. This magazine is an industry leader in Mexico 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 this brand and how our experience can help you succeed.

Homero Ontiveros  
Publisher for Latin America  
Ph.440.602.9113  
[hontiveros@meistermedia.com](mailto:hontiveros@meistermedia.com)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
EDITORIAL THEME	Vegetable Seed Variety Showcase	Industry Outlook; Growing Regions; Sustainable Ag	Vegetable Nutrition & Fertilizers	Crop Protection; Pests and Diseases	Greenhouse, Shadehouse & High Tunnel Production	Biorational Solutions: The Green Issue	Growth Media for Soilless Crops	Soil Management & Properties	Transplants & Grafting	Market Opportunities; Export Markets; Consumption Trends	Irrigation; Food Safety & Quality; Certification; Traceability	Directory of Ag Input Suppliers; Product Showcase
CROP FOCUS	Export Crops	Diversification Crops	Sweet Corn	Onions	Potatoes	Brassicas	Peppers	Tomato	Cucurbits	Berries	Organic Crops	
AG INPUTS	Greenhouse Technology Report		Heavy Machinery & Tractors Report	Vegetable Seed Industry Report			Irrigation Technology Industry Report		Crop Protection Industry Report		Plant Nutrition & Fertilizers Report	
SUPPLEMENTS MANAGEMENT			Crop Protection Guide - Cucurbits	Onion Poster	Peppers Poster	Tomato Poster	Cucurbits Poster		Berry Report	Cole Crops and Lettuce Poster	Greenhouse Covers & Glazing Product Guide	2015 Wall Calendar
EVENTS/ ON-LOCATION REPORTING		Expo Agro Sinaloa	Expo AgroBaja Fasagua/ Anapi/ PaiNet Congress University of Arizona / CEAC Greenhouse Short Course		PMA Fresh Connections Mexico	International Tomato Congress	Intagri's Vegetable Nutrition Congress	AMHPAC Congress	Aneberries Congress	PMA Fresh Summit	Expo Agroalimentaria Guanajuato Irrigation Show	
ONLINE	Irrigation Tips	Seed Trials in Sinaloa	Fertilizers & Nutrients	Pest & Disease Control	PdeH Internacional [Digital Spring/ Summer Issue]	Biorational Growers	International Tomato Congress coverage	Greenhouse Operations	Packaging Options	PdeH Internacional [Digital Fall/ Winter Issue]	Tomato Grower Award & Tour to Operation	Seed Trials in Guanajuato
AD SALES CLOSE	12/9/13	1/7/14	2/6/14	3/7/14	4/14/14	5/7/14	6/9/14	7/7/14	8/7/14	9/8/14	10/7/14	11/6/14
AD MATERIAL DUE	1/6/13	1/24/14	2/24/14	3/26/14	5/1/14	5/23/14	6/25/14	7/25/14	8/25/14	9/25/14	10/24/14	11/20/14

## PRINT ADVERTISING RATES

### COLOR RATES (USD)

Frequency Discounts	1x	6x	12x	18x	24x
Full Page	3325	3085	2850	2720	2655
2/3 Page	2285	2125	1965	1880	1830
1/2 Page Island	2030	1885	1740	1665	1620
1/2 Page Horizontal	1755	1635	1510	1445	1410
1/3 Page	1195	1105	1030	985	960
1/6 Page	720	680	630	605	590

## 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.

## AD SIZES & SPECIFICATIONS

Size	US (inches)		Metric (cm)	
	Width	Height	Width	Height
Full Page, Bleed	8.25"	11"	20.9	27.9
Full Page, Trim	8"	10.75"	20.3	27.3
Full Page (live area)	6.875"	10"	17.5	25.4
2/3 Page, Vertical	4.5"	10"	11.4	25.4
1/2 Page, Island	4.5"	7.5"	11.4	19.0
1/2 Page, Horizontal	6.875"	4.875"	17.5	12.4
1/3 Page, Vertical	2.125"	10"	5.4	25.4
1/3 Page, Square	4.5"	4.875"	11.4	12.9
1/6 Page, Horizontal	4.5"	2.375"	11.4	6.0
1/6 Page, Vertical	2.125"	4.875"	5.4	12.9

## DIGITAL ADVERTISING RATES

### eNEWSLETTER RATES

#### eHortalizas eNews\*

Medium Rectangle	575
Leaderboard	525
Image-Text	525
Horizontal Banner	400

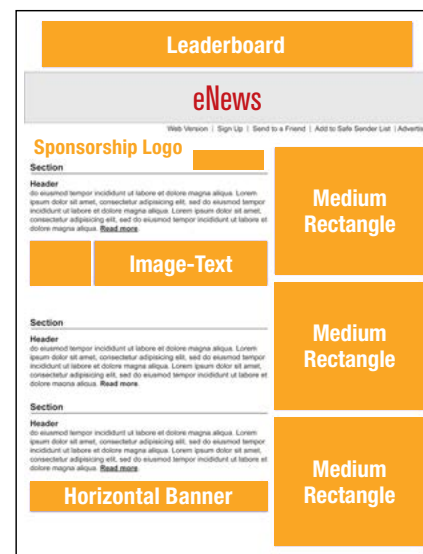
\*Rates are for 1 eNewsletter placements.

### WEBSITE RATES

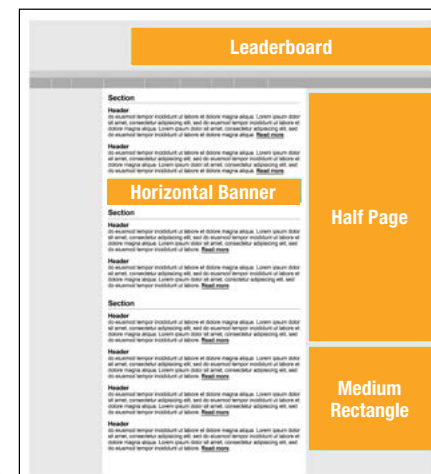
#### Hortalizas.com\*

Run Of Site	
Half Page	2400
Medium Rectangle	1800
Leaderboard	1500
Horizontal Banner	1000
Market Banner	500

\*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 affect at any time.  
This would only effect ads booked after the date of implementation.



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

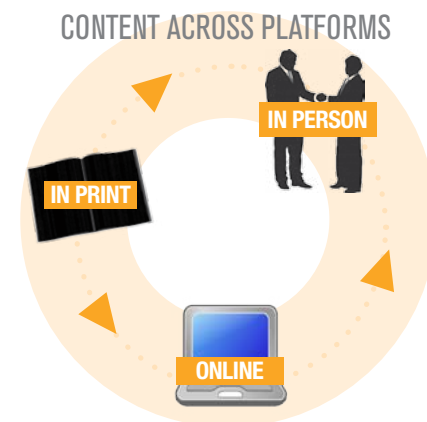


## Our Editorial Mission

In the robust vegetable industry in Mexico, *Productores de Hortalizas* is "The Right Hand of the Grower." Each month, *Productores de Hortalizas* magazine provides extensive coverage of the latest in field and greenhouse vegetable production technology, new products, supplier and manufacturer information, and reference materials to more than 8,300 growers, crop advisors and suppliers. *Productores de Hortalizas* also manages industry-leading events and award programs.

## Our Customer Engagement Principles

*Productores de Hortalizas*'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 *Productores de Hortalizas* can put you in front of your buyers.



### LAUREN ALEXANDER

Content Editor  
Ph.440.602.9196  
laalexander@meistermedia.com

### ANA ISABEL REHO

Group Editor  
Ph.440.602.9102  
aireho@meistermedia.com

### LYNEIDA MELENDEZ

Managing Editor/  
Online Editor  
Ph.440.602.9194  
lmelendez@meistermedia.com

### ANA CRISTINA GARCIA

Special Projects Coordinator  
Ph. +52 (477) 790.2062  
agarcia@meistermedia.com

### JUAN CARLOS GARCIA

Account Rep., Mexico  
Ph.+(52) 33.1078.8359  
Nextel.+(52) 33.3700.9946  
jgarcia@meistermedia.com

### HOMERO ONTIVEROS

Publisher, Latin America  
Ph.440.602.9113  
hontiveros@meistermedia.com

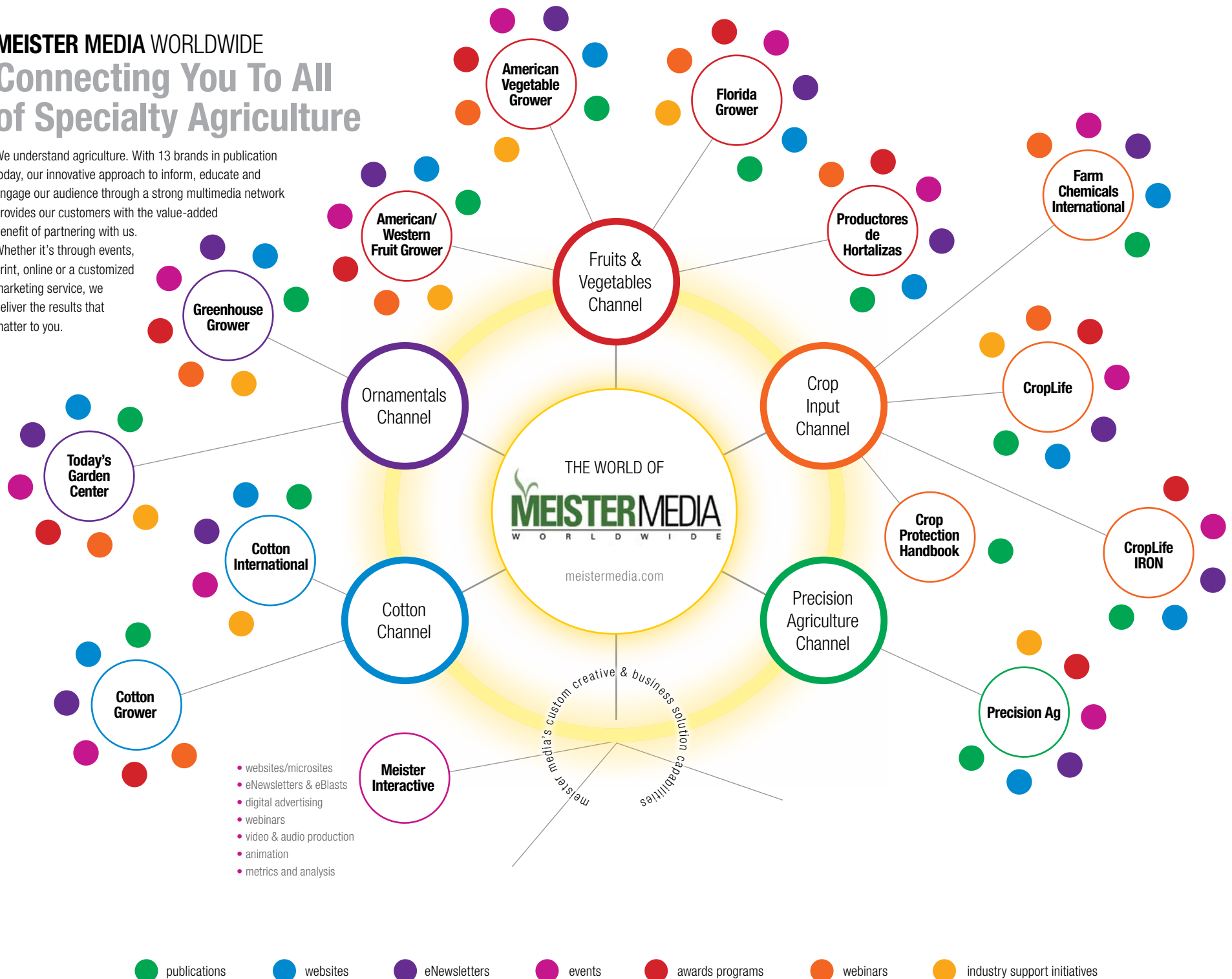
### TRINY SANCHEZ

Administrative Assistant  
Ph. +52 (477) 790.2062  
msanchez@meistermedia.com

# MEISTER MEDIA WORLDWIDE

## Connecting You To All of Specialty Agriculture

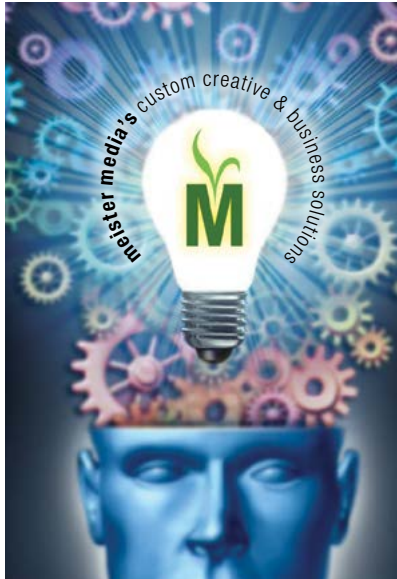
We understand agriculture. With 13 brands in publication today, our innovative approach to inform, educate and engage our audience through a strong multimedia network provides our customers with the value-added benefit of partnering with us. Whether it's through events, print, online or a customized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