



THE PACKER
+ pmg

2023 MEDIA KIT

Powered by data and relationships, The Packer and PMG deliver the **largest audience in fresh produce** along with **comprehensive marketing solutions** to reach the **targets that matter to your business.**

THE LARGEST, MOST QUALIFIED AUDIENCE IN FRESH PRODUCE

Prominent and effective conversion touchpoints across all The Packer and PMG platforms mean that our audience is continually growing and **wants to hear from us and YOU.**

**REACHING 40%
MORE BUYERS
THAN ANY
OTHER BRAND.**

RETAILERS*
33,000+

Retail employees including executives, buyers, store managers, and more

WHOLESALERS*
10,300+

Wholesalers, distributors, importers, and exporters

FOODSERVICE*
7,100+

Foodservice employees from restaurant groups, distributors, and more

**GROWERS /
PACKERS /
SHIPPERS**
400,000+

Professionals from companies that supply fresh produce from farm to shelf

TARGETED TACTICS = RESULTS & RETURN ON INVESTMENT

The Packer and PMG capture dozens of data points on each opted-in contact including job title, company type, location, communication preferences and many more – enabling us to specifically target the audience that matters most to you.

For example:

- ▶ Category Manager
- ▶ Food Retailer 11–50 Stores
- ▶ Northwest US and Canada
- ▶ Apples and Cherries
- ▶ Prefers Digital Communication
- ▶ Attended West Coast Produce Expo





 **THE PACKER**

A RICH HISTORY OF SERVING THE FRESH PRODUCE INDUSTRY

Reporting on the produce industry since 1893, The Packer is the fresh fruit and vegetable industry's leading source for news, information and analysis.

With **17,920** print subscribers,
The Packer serves and informs the entire
fresh produce supply chain, including:

RETAILERS
10,300+

Corporate, chains, wholesale grocers, retail co-ops, independents, club stores, military commissaries, etc.

WHOLESALE
3,200+

Distributors, brokers, repackers, importers/exporters, fresh cut processors, online sellers, etc.

FOODSERVICE
1,500+

Foodservice distributors, operators, buyers at restaurants, schools, hotels, hospitals, etc.

**GROWERS /
PACKERS /
SHIPPERS**
2,900+

Includes sales agents, marketers, and marketing co-ops, as well.


**as of Dec. 2021; Alliance for Audited Media audited 2x/year*

THE POWER OF PRINT ADVERTISING



All new look & format!

82% 82% of customers trust print ads versus 43% for social media ads and 39% for online banner ads.

 Print ads have been found to elicit a higher recall than digital ads a week after being seen.

400% When combined with print ads, digital campaigns are 400% more effective.

COMPREHENSIVE, OBJECTIVE, ACCURATE

The Packer is the authoritative voice and leading source for news and information on the fresh fruit and vegetable industry.

Features:

- ▶ Indoor Ag
- ▶ International Produce Trends
- ▶ Indoor Ag
- ▶ Labor Solutions
- ▶ Independent Grocery
- ▶ Waste Management
- ▶ Packaging
- ▶ Sustainability
- ▶ Equipment
- ▶ Technology
- ▶ Food Safety – Traceability
- ▶ Equipment
- ▶ Succession Planning

Commodities:

- ▶ Apples
- ▶ Mushrooms
- ▶ Citrus
- ▶ Potatoes
- ▶ Nuts, Dates, Dried Fruit
- ▶ Strawberries
- ▶ Asparagus
- ▶ Garlic
- ▶ Onions
- ▶ Peaches
- ▶ Bananas
- ▶ Sweet Potatoes
- ▶ Melons
- ▶ Cherries
- ▶ Lemons and Limes
- ▶ Grapes
- ▶ Berries
- ▶ Leafy Greens
- ▶ Pomegranate
- ▶ Cranberries
- ▶ Packaged Salads
- ▶ Blueberries
- ▶ Raspberries
- ▶ Tomatoes

Unique Ad	Unit Size - 4 column layout		Price*
	Bleed Size	Non-Bleed Size	
False Cover	11 in X 10.375 in (Live Area 10 in x 9.75 in)		\$9,000
Full Page	11 in X 12.75 in	10.25 in X 12 in	\$5,500
Junior Ad	7.25 in x 9.5 in		\$4,500
Half Page Horizontal	10.25 in x 6 in		\$4,000
Half Page Square	7.25 in x 8 in		\$4,000
Half Page Vertical	4.75 in x 12 in		\$4,000
1/3 Page horizontal	7.25 in x 5.33 in		\$3,500
1/3 page vertical	4.75 in x 8 in		\$3,500
1/4 page horizontal	7.25 in x 4 in		\$2,500
1/4 page vertical	4.75 in x 6 in		\$2,500
1/8 page horizontal	4.75 in x 3 in		\$1,250
1/8 page vertical	2.25 in x 6 in		\$1,250
2 column horizontal directory	4.75 in x 2.5 in		\$500
2 column square directory	4.75 in x 4 in		\$900
1 column vertical directory	2.25 in x 6 in		\$500

*gross/commissionable rates



Throughout the year, special issues of The Packer will provide exclusive

coverage of a featured retailer, enabling you to align with existing or potential customers. Each **Retail in Focus** issue will include:

- ▶ Interviews with retail decision makers and store-level produce managers
- ▶ In-depth retail stories to deliver more customer insights
- ▶ A showcase of featured retailer's products, programs, and services
- ▶ And more!



THE MOST TRUSTED CONTENT IN THE INDUSTRY

50+ printed publications annually, plus a dozen supplements and guides



Publishes in **APRIL** ^

Publishes in **MAY** v

Publishes in **JULY** ^

Publishes in **DECEMBER** v

^ Publishes in **DECEMBER**



Publishes in **APRIL** ^

Publishes in **DECEMBER** v



Publishes in **OCTOBER**

Gross Price - 4 Color	Fresh Trends	Organic Fresh Trends	Organic PMG	PBH	Sustainability Insights
Back Cover	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Inside Front	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Inside Back	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Full Page	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
1/2 Page	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700
1/3 Page	\$3,500	N/A	\$3,500	\$3,500	\$3,500
1/4 Page	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
1/8 Page	N/A	N/A	N/A	N/A	N/A
1/6 Page	\$1,700	N/A	\$1,700	\$1,700	N/A
Divider	N/A	N/A	N/A	N/A	N/A
Full Page + Advertorial	N/A	\$7,000	N/A	N/A	\$7,000
1/2 Page + Advertorial	N/A	\$4,700	N/A	N/A	\$4,700

Minus \$750 for B/W ads

Standard Positions	
Full Page	\$5,000
2/3 Page	\$3,950
1/2 Page	\$3,400
1/3 Page	\$2,850
1/4 Page	\$2,200
Full Page + Advertorial	\$6,350
1/2 Page + Advertorial	\$4,850

Premium Positions	
Back Cover	\$8,000
Inside Front	\$6,500
Inside Back	\$5,500

Standard Positions	
Full Page	\$7,000
1/2 Page	\$4,700
1/3 Page	\$3,500
1/4 Page	\$2,600
1/8 Page	\$1,900

Premium Positions	
Back Cover	\$13,000
Inside Front	\$8,000
Inside Back	\$7,500
Divider	\$9,000

Insert Rates	
Two-Page	\$7,785

THE PACKER EDITORIAL CALENDAR 2023

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>9-Jan / Close Date 28-Dec</p> <p>Pre-GOPEX Apple Marketing Food Safety/Traceability I Mushroom Marketing I National Citrus Directory</p> <hr/> <p>23-Jan / Close Date 11-Jan (GOPEX Issue) International Produce Trends Organic Produce I Citrus Marketing GOPEX Show Guide Washington Apple Directory National Potato Directory I</p>	<p>6-Feb / Close Date 25-Jan</p> <p>Tech Focus - Indoor Ag Pre-SEPC Nuts, Dates & Dried Fruit I Mexican Produce Toronto KYM Spotlight on Fair Trade Southern California Strawberries Asparagus Directory National Garlic Directory I</p> <hr/> <p>20-Feb / Retail in Focus</p> <hr/> <p>27-Feb / Close Date 15-Feb (SEPC Issue & NGA Issue) Labor Solutions Spotlight on Independent Grocery Packaging Update I Potato Marketing Ontario Greenhouses Organic Produce Directory I West Mexico - Nogales Directory I</p>	<p>13-Mar / Close Date 1-Mar</p> <p>Tech Focus - Data that Drives Business Sustainability/Going Green I Texas Onions Florida Spring Produce & Peaches Fresh Cut/Value-Added/Prepared Meals Banana Marketing Ramadan Dates National Mushroom Directory I Southern Sweet Potato Directory</p> <hr/> <p>27-Mar / Close Date 15-Mar (VIVA FRESH Issue) <i>Annual Edition</i> TEX-MEX FRESH CONNECTIONS Waste Management/Food Waste Reduction California Avocado West Mexico Spring Produce California Spring Vegetables Food Safety/Traceability II Vidalia Onions Sweet Potato Marketing Mexican Melons Directory Florida Spring Produce Directory</p>	<p>10-Apr / Close Date 29-Mar</p> <p>California Strawberries Pre-CPMA Santa Maria Produce California Cherries Melon Marketing Lemon & Lime Marketing Peak Promotions: Cinco De Mayo–Amy Desert Produce National Mushroom Directory II</p> <hr/> <p>24-Apr / Close Date 12-Apr (CPMA Issue) <i>Annual Edition</i> FRESH TRENDS MAGAZINE Well Equipped - Equipment Features Risk Management Spring Grapes Mango Marketing Kern County Produce Cold Storage/Cold Chain Organic Produce II California Summer Fruit National Salad Month California Strawberry Directory</p>	<p>8-May / Close Date 26-Apr</p> <p>Women in Produce Salinas Valley Produce Berries Marketing New Jersey Produce Spring Marketing to Families Mexican Grapes Directory</p> <hr/> <p>15-May / Close Date 3-May (WCPA Issue & SPS Issue) 5 Top Trends in Sustainable Produce Focus on Tech - California Summer Citrus Onion Marketing incl. California Onions Sustainability Produce Summit Preview WCPA Show Guide</p> <hr/> <p>29-May / Close Date 17-May <i>Annual Edition</i> SUSTAINABILITY INSIGHTS MAGAZINE Succession Planning Northwest Cherries Georgia Produce Carolina Produce Texas KYM Greenhouse Fruits & Vegetables Florida Avocado Arkansas Produce Organic Produce Directory II</p>	<p>12-Jun / Close Date 21-May</p> <p>Peruvian Avocado Michigan Produce New Mexico Onions Processing & Packaging Technology Mid-Atlantic Produce Specialties Marketing Los Angeles Know Your Market Northwest Cherries Directory</p> <hr/> <p>19-Jun / Retail in Focus</p> <hr/> <p>26-Jun / Close Date 14-Jun Focus on Tech Melon Update incl. Westside Melons Summer Berries Ohio Vegetables Food Safety/Traceability III Sauces/Spreads/Dips/Dressings Michigan Produce Directory</p>

KEY

- Feature
- Highlight
- Section
- Directory

Note: Creative Deadline Same as Close on All Issues
Extended Creative Deadline = The Friday after Close

THE PACKER EDITORIAL CALENDAR 2023

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>3-Jul / <i>Annual Edition</i> ORGANIC PRODUCE MARKET GUIDE</p> <hr/> <p>10-Jul / Close Date 28-Jun Packaging Locally Grown Marketing Washington/Oregon Potatoes New York State Produce California Lettuce & Leaf Ohio Vegetables Directory Westside Melons Directory Fresno Grape Directory</p> <hr/> <p>17-Jul / Retail in Focus</p> <hr/> <p>24-Jul / Close Date 12-Jul <i>(IFPA Foodservice Issue)</i> Foodservice Report Washington/Oregon Onions Peruvian Asparagus Ohio KYM Late Season Berries Washington/Oregon Potatoes Directory Delano Grape Directory</p>	<p>7-Aug / Close Date 26-Jul Mushroom Marketing II Pre-NEPC Wisconsin Potato Marketing to Families - Fall Fall Avocado Marketing Transportation Services Michigan Apples New York Apple Assn Custom Insert B Woods Michigan KYM Washington Onions Directory National Garlic Directory II</p> <hr/> <p>21-Aug / Close Date 15-Feb California Fall Fruits Idaho/E. Oregon Onions Organic Produce III Eastern Apples Southern Sweet Potatoes Boston KYM Peruvian Asparagus Directory NW Pear Directory National Mushroom Directory III</p> <hr/> <p>28-Aug / Retail in Focus</p>	<p>4-Sep / Close Date 23-Aug Northwest Pears Sustainability/Going Green II Quebec Produce San Luis Potatoes + Colorado Produce Peruvian Onions Pomegranate Marketing Idaho/E. Oregon Onions Directory Eastern Apples Directory Southern Sweet Potatoes Directory</p> <hr/> <p>18-Sep / Close Date 6-Sep Washington Apples Fall Grapes Cranberries Marketing Nuts/Dates & Dried Fruit Food Safety/Traceability IV Twin Cities KYM Michigan Apples Directory I National Potato Directory II</p> <hr/> <p>25-Sep / Retail in Focus</p>	<p>2-Oct / Close Date 20-Sep Pre-IFPA *Bonus IFPA Distribution/ROP Banana Marketing Heartland KYM North Carolina Sweet Potatoes Red River Valley Potatoes California Fall Grapes Directory</p> <hr/> <p>9-Oct / Close Date 27-Sep Milestones Packaged Salad Marketing Chilean Blueberries Peak Promotions: Holiday Season Marketing St Louis KYM Washington Apple Directory</p> <hr/> <p>16-Oct / Close Date 4-Oct <i>(IFPA Issue)</i> Packer 25</p> <hr/> <p>23-Oct / Close Date 11-Oct <i>Annual Edition</i> PRODUCE MARKET GUIDE (THE GUIDE) Hunts Point Produce Idaho Potatoes California/Arizona Citrus Maine Potatoes Organic Produce Directory III Michigan Apples Directory II</p>	<p>13-Nov / Close Date 26-Apr Mexican Avocado California Winter Desert Vegetables Potatoes & Onion Marketing Texas Citrus Florida Tomatoes Chilean Produce National Garlic Directory III Mexican Melons Directory</p> <hr/> <p>20-Nov / Retail in Focus</p> <hr/> <p>27-Nov / Close Date 15-Nov West Mexico Winter Produce Packaging Update II Florida Citrus Tex-Mex Winter Produce North American Ports Pre-New York Produce Expo Indianapolis KYM Organic Produce Directory IV</p> <hr/> <p>> 30-Oct / Close Date 18-Oct Succession Planning II Post IFPA (Coverage & Photos) Florida Fall Produce Connecticut KYM</p>	<p>11-Dec / Close Date 29-Nov <i>Annual Edition</i> FRESH TRENDS ORGANIC MAGAZINE Potatoes Marketing Peak Promotions: Super Bowl Marketing Pallets/Returnable Containers Chicago KYM West Mexico - Nogales Directory II</p> <hr/> <p>18-Dec / Retail in Focus</p> <hr/> <p>25-Dec / Close Date 13-Dec <i>Annual Edition</i> PRODUCE FOR BETTER HEALTH MAGAZINE <i>Annual Edition</i> FAIR TRADE FRESH CONNECTIONS Sustainability/Going Green III Florida Strawberries Philadelphia KYM Year in Produce Central American/Caribbean Produce Northeast KYM</p> <hr/> <p>Global Specialty Produce Organic Produce IV National Mushroom Directory IV Idaho Potatoes Directory</p>

KEY
Feature Section
Highlight Directory

Note: Creative Deadline Same as Close on All Issues
 Extended Creative Deadline = The Friday after Close

GO DIGITAL FOR IMPACTFUL AND MEASURABLE RESULTS

Annually, ThePacker.com and ProduceMarketGuide.com earn

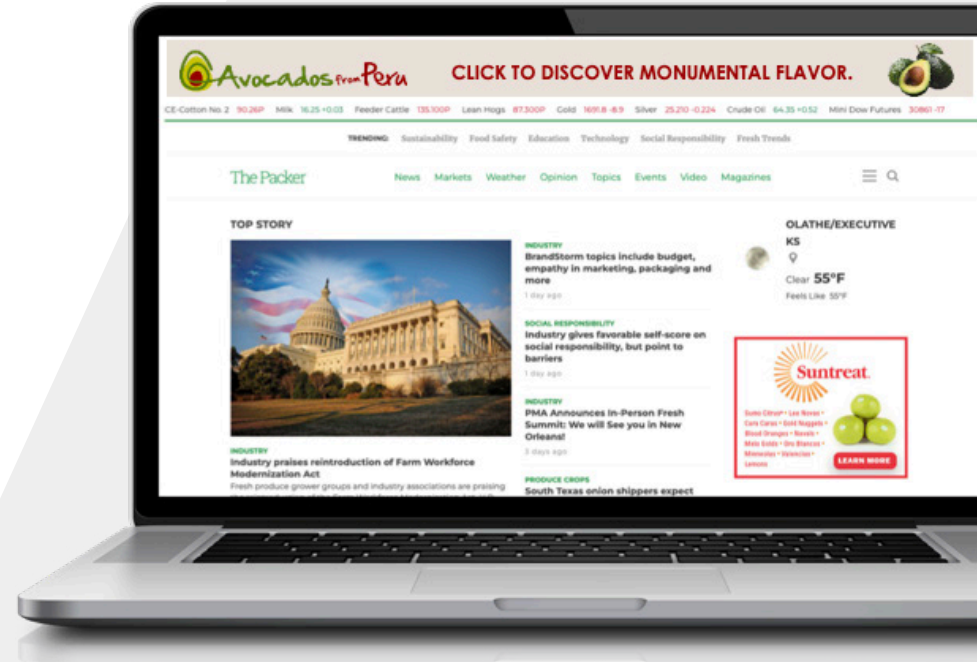
3MM PAGEVIEWS reaching
1.1MM UNIQUE USERS

When advertising on these sites, you can trust your ads will be seen by an engaged audience.

A wide range of options are available, including:

- ▶ Static and animated ads in a variety of sizes and placements
- ▶ High-impact, expandable ads
- ▶ Engaging video ads
- ▶ Seamlessly integrated native ads
- ▶ Expandable and scrollable ads

Splashy, expandable Marquee ad grabs attention and entices clicks

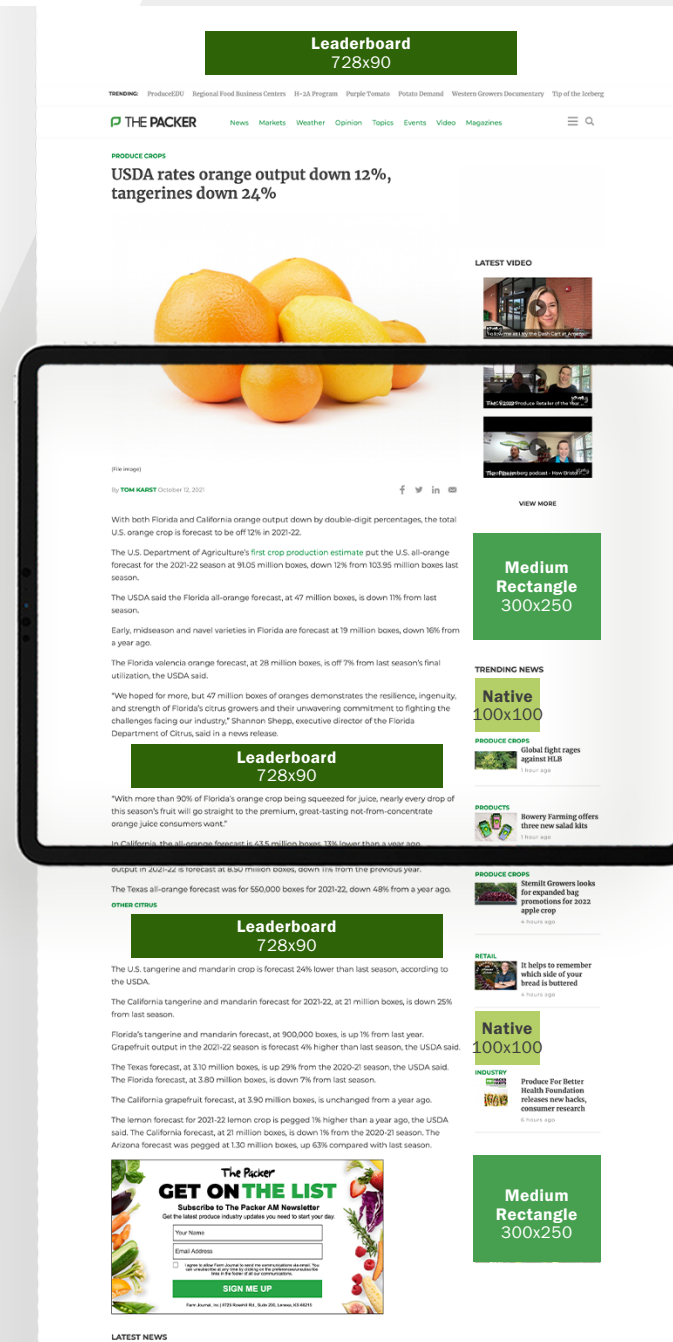
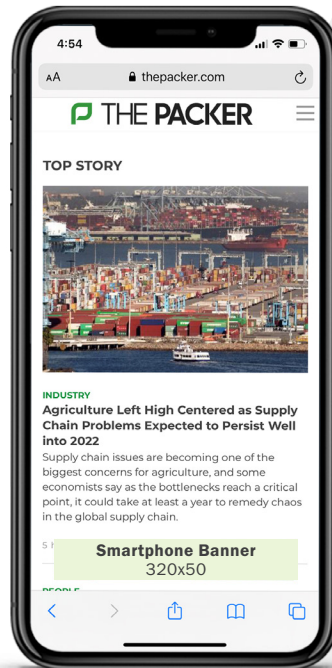


THEPACKER.COM WEB ADS

Creative Unit	Initial Dimensions	Expansion Dimensions	Rate	File Types
Leaderboard	728x90	728x270	\$100/CPM	.GIF, .JPG, .PNG & HTML5
Medium Rectangle	300x250	600x250	\$100/CPM	.GIF, .JPG, .PNG & HTML5
Native*	100x100 & 210x140	N/A	\$100/CPM	.JPG & .PNG
Smartphone Banner	320x50	N/A	\$100/CPM	.GIF, .JPG & .PNG

*Native Ads: Headline characters – 50;
Body characters – 150

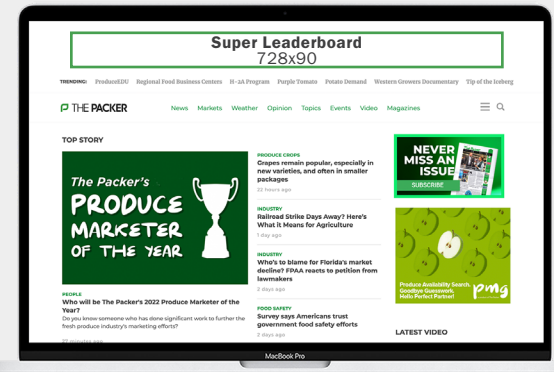
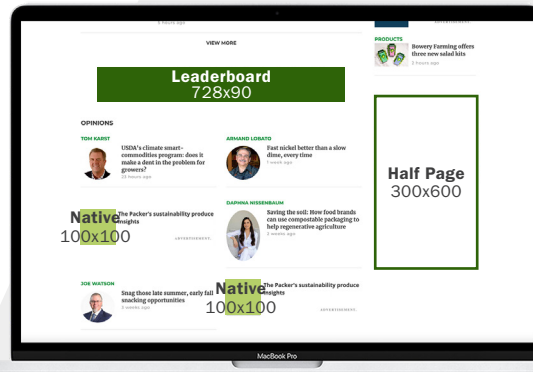
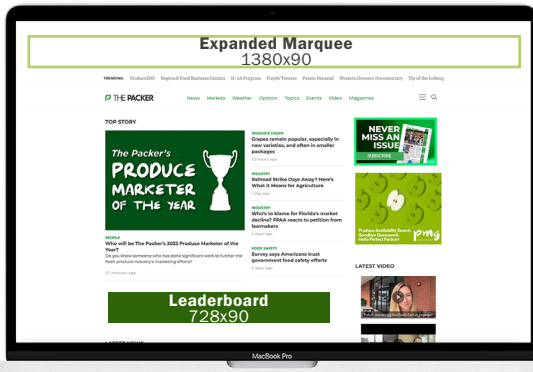
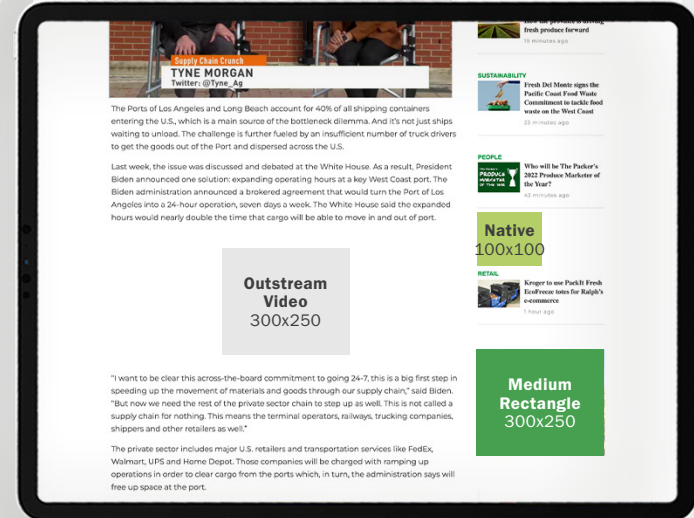
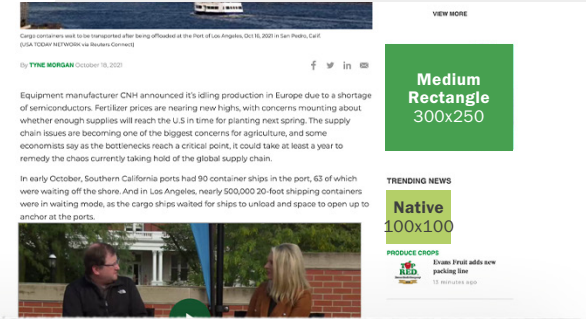
Additional ads
and pricing
continued on
next page.



THEPACKER.COM WEB ADS

Creative Unit	Initial Dimensions	Expansion Dimensions	Rate	File Types
Outstream Video**	300x250	N/A	\$150/CPM	MP4
Half Page	300x600	N/A	\$150/CPM	.GIF, .JPG, .PNG & HTMLS
Super Leaderboard	970x90	970x330	\$100/CPM	.GIF & .JPG
Expanded Marquee	1380x90	1380x600	\$100/CPM	.GIF & .JPG

**Outstream Video: Max length – 15 seconds



CONNECTING TO FRESH PRODUCE BUYERS WHEREVER THEY ARE

Data Driven Programmatic (DDP) buying delivers your ad messages to your defined audience by integrating an exclusive audience data layer into the programmatic process.

DDP efficiently & effectively serves ads to a **highly targeted audience** across a variety of media.

PROGRAMMATIC ADVERTISING OPTIONS*

Ad Position	Price
Display Ad	\$60/CPM
Native Ad	\$60/CPM
Geo Overlay Ad	\$60/CPM
Pre-Roll Video Ad	\$75/CPM
Native Video Ad	\$75/CPM

*\$1,500 Minimum; gross/commissionable rates



ENEWSLETTERS

2,000+ touchpoints via a variety of highly-read eNewsletters each year

The **Packer A.M. and P.M.** eNewsletters condense the top stories and headlines from the day into an easy-to-read format for progressive produce industry professionals from across the supply chain who need to know the news NOW.

PACKER AM

94,210
Total Audience

Audience categories include:

- 23%** Retailers
- 15%** Wholesalers
- 7%** Foodservice
- 41%** Grower/Packer/Shippers
- 13%** Allied

PACKER PM

91,749
Total Audience

Audience categories include:

- 23%** Retailers
- 15%** Wholesalers
- 7%** Foodservice
- 41%** Grower/Packer/Shippers
- 13%** Allied

Ad Position	Price
Top Banner	\$2,700
Premium Medium Rectangle	\$2,475
Premium Content Ad	\$2,475
Standard Rectangle	\$2,300
Standard Content Ad	\$2,300
Lower Banner	\$1,000

All pricing is gross



Other eNewsletter Opportunities

Spotlight on Sustainability

Reach 72,000+; 2x/month;
Sends on Wednesdays

Spotlight on Foodservice

Reach 9,000+; 2x/month;
Sends on Tuesdays

Spotlight on Organics

Reach 72,000+; 2x/month;
Sends on Thursdays

Product Innovations

Want to announce a new product before an industry tradeshow? This eNewsletter puts your product in the spotlight before event attendees even arrive, directing traffic to your website and booth, and increasing your expo ROI.

REACH YOUR AUDIENCE ON THE WEB AND ON-THE-GO



2MM+

impressions annually,

reaching **560K+**

unique accounts

Packages & Prices

Reach your audiences on-the-go while aligning with industry thought leaders and exclusive education from The Packer and PMG.

- ▶ :30 second audio ad - \$500 each; minimum 3 ad placements
- ▶ One minute audio ad - \$750 each; minimum 2 ad placements
- ▶ Five-to-seven minute interview produced by The Packer and PMG broadcast team and hosted by special correspondent, Kristin Dinsmore - \$2,000



Reach out to your sales rep for more info about our podcast, social media and text alert products!



The Packer boasts

7,100+

text alert subscribers

with **3,000+**

retailers



pmg

YOUR DIRECT LINE TO THE RETAIL AUDIENCE



INVEST YOUR ADVERTISING DOLLARS IN A VERIFIED, AUDITED CIRCULATION OF RETAILER

PMG MAGAZINE

8,019*

PRODUCE BUSINESS

No Audit

*as of Dec. 2021; Alliance for Audited Media audited 2x/year

TOP 5

Reasons Why PMG 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/year - so you can be confident in your investment
4. No wasted circulation
5. Modern design to appeal to influential readers

Ad Position	Price
Spread	\$6,850
Full Page	\$5,275
2/3 Page	\$4,800
1/2 Page	\$4,075
1/3 Page	\$3,675
1/4 Page	\$3,250
Back Cover	\$8,500
Inside Front	\$7,000
Inside Back	\$6,000

All pricing is gross and includes 4-color

2/3 Page 4.5" x 9"	1/2 Page 7" x 4.87"	1/3 Page 2.12" x 9.5"	1/3 Page 4.5" x 4.87"
1/3 Page 7" x 3.25"	1/4 Page 4.5" x 3.75"	1/6 Page 2.12" x 4.87"	1/6 Page 4.5" x 2.5"
Non-Bleed Full Page 7" x 9.5"	Non-Bleed Spread 15" x 9.5"		
Bleed Full Page 8.12" x 10.25" Final Trim 7.875" x 10"	Bleed Spread 15.995" x 10.25" Final Trim 15.75" x 10.25"		

Keep live matter 1/2" from bleed

PMG MAGAZINE EDITORIAL CALENDAR 2023

JANUARY / FEBRUARY	MARCH / APRIL	MAY / JUNE	JULY / AUGUST	SEPTEMBER / OCTOBER	NOVEMBER / DECEMBER
2-Jan / Close Date 27-Dec-22	1-Apr / Close Date 20-Feb	1-Jun / Close Date 17-Apr	1-Aug / Close Date 19-Jun	1-Oct / Close Date 14-Aug	1-Dec / Close Date 19-Oct
Featured Commodities	Featured Commodities	Featured Commodities	Featured Commodities	Featured Commodities	Featured Commodities
Imported Berries Citrus Potatoes Papayas Mushrooms Bell peppers Cucumbers Bananas Packaged salads	Avocados Tropicals Onions Mangoes Garlic Strawberries Grapefruit Lettuce Broccoli	Blueberries Kiwifruit Cherries Pineapples Watermelon Summer Citrus Specialties Carrots Peppers	Avocados Lemons Papayas Packaged Produce Apples Melons	Potatoes Cranberries Grapes Pears Pumpkins Oranges Mandarins Peppers	Avocados Garlic Tomatoes Chilean Produce Sweet Potatoes Brussels Sprouts Leafy Greens
Feature Articles	Feature Articles	Feature Articles	Feature Articles	Feature Articles	Feature Articles
Food as Medicine Digital Impulse Buys Trends for 2023	Retailers do Foodservice Saving Labor Retail Digital column	Training the Personal Produce Shopper Winning with data Food Safety Retailers do Foodservice	Non Store Based Models Social Media	Produce Production Produce Retailer of the Year - COVER	Best of 2023 Plant Based Diet
Convention Distribution	Convention Distribution	Convention Distribution	Convention Distribution	Convention Distribution	Promo Sections
GOPEX SEPC Southern Exposure	VIVA Fresh CPMA	SEPC Southern Innovations NEPC	SEPC Southern Innovations NEPC	IFPA	Imported Produce Citrus Marketing Mushroom Marketing
Promo Sections	Promo Sections	Promo Sections	Promo Sections	Promo Sections	
Apple Marketing West Mexico Spring Produce <i>Dressings, sauces, spreads & dips</i> <i>New products</i>	Greenhouse Produce Spring Fresh from Florida <i>Juices</i>	IFPA Foodservice WCPE Avocado Marketing Organic Produce Onion Marketing	Berries Marketing California Grapes	Fall Fresh from Florida Apple Marketing <i>New Products</i>	

CONVENIENT DIGITAL CONNECTIONS

PMG is the data hub that stays on top of what retailers are looking for — **24/7/365.**

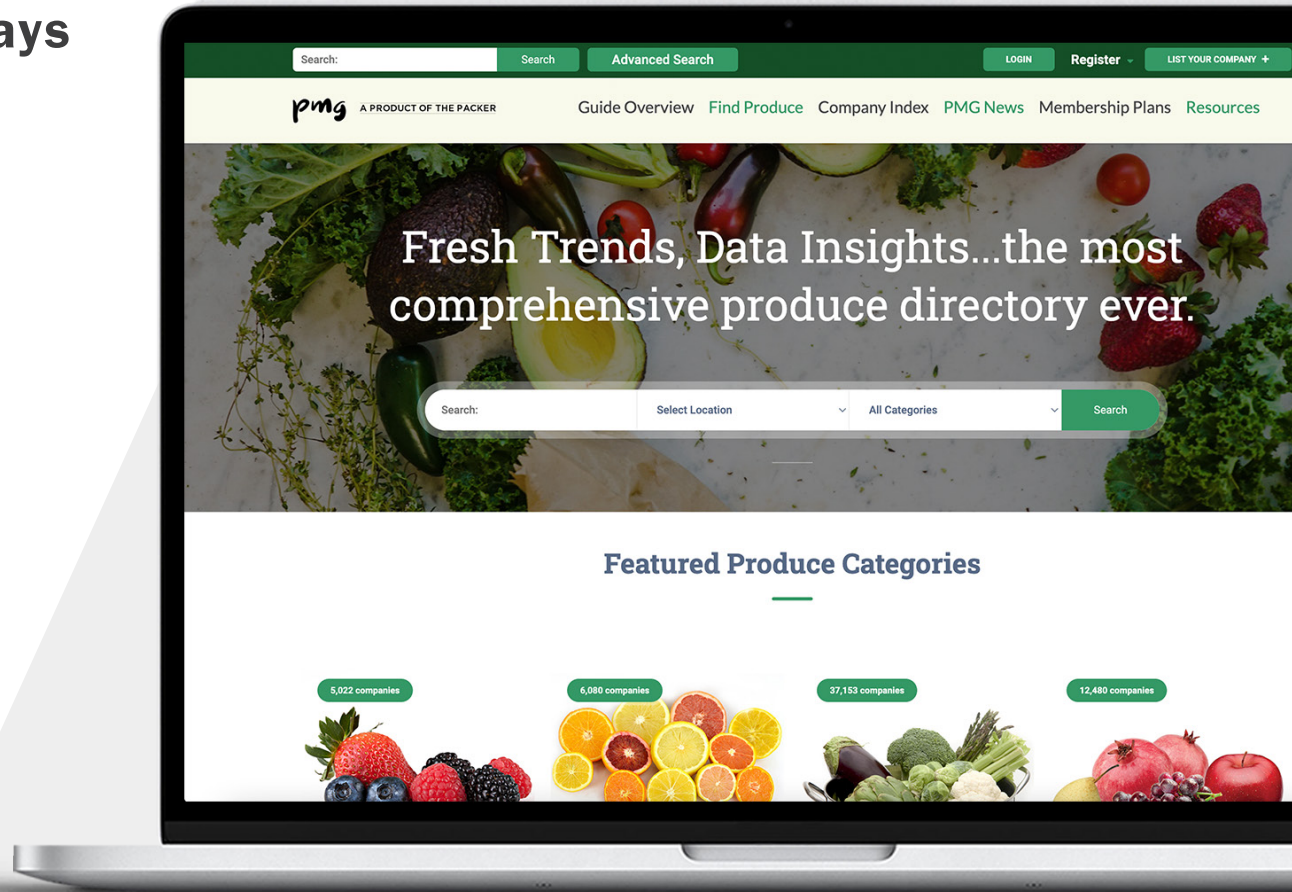
Membership benefits include:

- ▶ 24/7 access to industry contacts – **your own fresh produce digital rolodex!**
- ▶ Customizable company profile
- ▶ Improved placement in online search results
- ▶ Access to snapshot reports on company pay practices, size, revenue, and more
- ▶ Ads on ProduceMarketGuide.com and in PMG magazine
- ▶ Subscriptions to The Packer and PMG printed guide

The Produce Market Guide (PMG) is the resource where produce buyers turn to source produce and to find new companies to work with while staying up to date on fresh trends and all the news and information related to each commodity.

54,000+
Produce Company Profiles

21,000+
Monthly Retail Visits



FRESH IDEAS ENEWSLETTER FROM PMG

Featuring the most interesting stories and new products from PMG Magazine, Fresh Ideas eNewsletter provides retailers with produce department solutions. Promote your products in this highly-visible, product-release format that grabs the readers' attention.

DISTRIBUTION
26,261
readers, primarily retailers

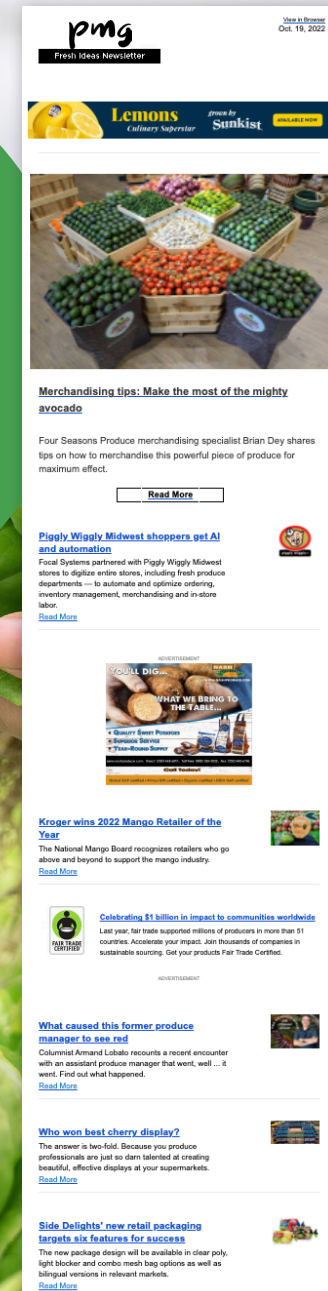
Including:

- 14,183** Retailers
- 3,970** Wholesalers
- 1,292** Foodservice
- 1,498** Grower/Packer/Shippers
- 5,324** Allied

FREQUENCY
3X per week
(Tuesday, Wednesday, Friday)

Ad Position	Price*
Leaderboard	\$1,825
Premium Medium Rectangle	\$1,625
Premium Content Ad	\$1,625
Standard Rectangle	\$1,525
Standard Content Ad	\$1,525

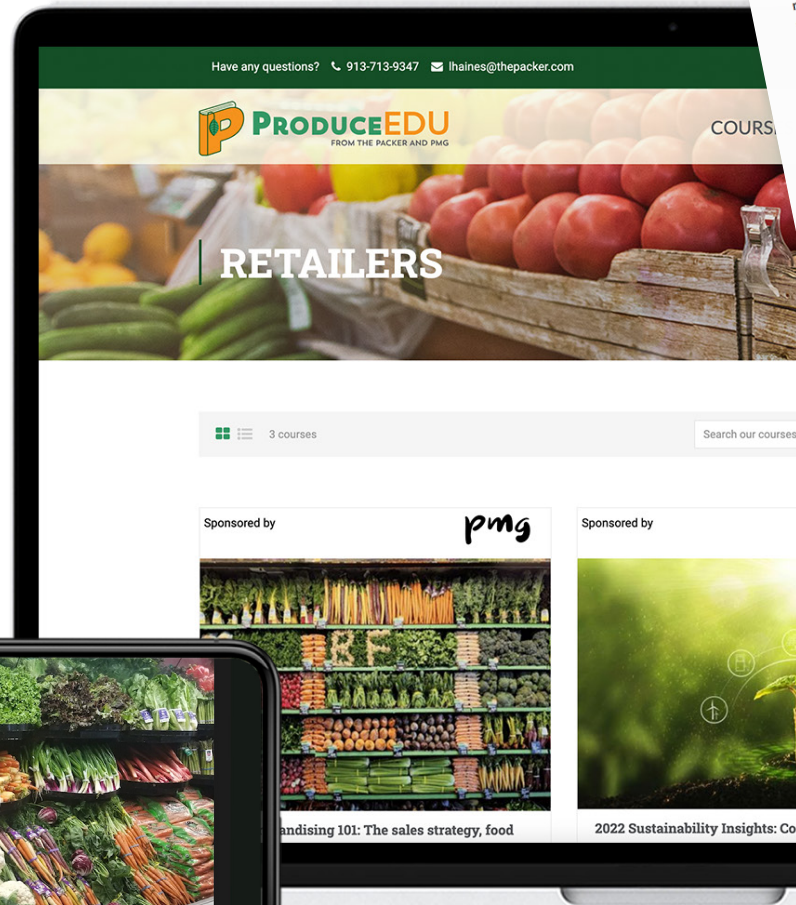
*gross/commissionable rates



ON-DEMAND EDUCATION

**Class is now in session!
Developing a more informed audience to improve the fresh produce supply chain.**

Introducing **ProduceEDU**, the all-new online platform that offers courses **exclusively tailored** for both buy-side and supply-side audiences by The Packer and PMG editorial team in conjunction with other subject matter experts within and outside the industry. Sponsorships and opportunities for contributed content and other collaborations are available.



Looking for fresh produce?
Get connected with pre-vetted Latin American growers today!

PRODUCEPAY

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3:1

Buyer-to-Supplier
Ratio

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2023 MEDIA KIT /

The Packer and PMG Team serves the fresh produce industry with experience, enthusiasm and a commitment to excellence. We look forward to delivering solutions for you!

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