

The Packer

pmg

2022



MEDIA KIT

BY THE NUMBERS:

128
Years of Service

The Packer covers the fresh produce industry with an emphasis on unbiased news, information, insights and analysis, providing the most trusted coverage in the market.

EVENTS



90%

of attendees recommend or make the final decision on purchasing produce

300+

qualified buyers

10+

hours of sustainability-focused virtual education

>2 dozen

countries represented

3:1

buyer to supplier ratio

150

one-on-one buyer meetings via BizMatch service

3 live/hybrid events with a combined

50+

newspaper/magazine issues each year

3,000+

produce buyers receiving industry updates via text or The Packer mobile app

2,700

attendees

2,000+

touchpoints via eNewsletters to produce buyers per year

2,800,000 pageviews reaching

1,100,000 unique users each year

The Packer

2022 MEDIA KIT

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The Packer

PRINT
OFFERINGS



The POWER OF PRINT

Print **CAPTIVATES** Digital campaigns that integrate print mail gain...



MORE ATTENTION



10%↑

Higher brand recall



5%↑

Stronger emotional response



89% of newspaper reading is still in print, with just 7% via mobile devices and 4% on PCs.



73% of owners, operators, and managers say they are reading ag magazines and newspapers weekly and 93% are reading monthly.



Print COMFORTS

Print ads elicit a stronger emotional reaction and subconscious desire for the product or service versus digital ads.

CUSTOMER AD TRUST



82% print ads (newspaper, magazines)
43% social media ads
39% online banner ads



Corporate and personnel milestones are rarely memorialized by a snazzy eNewsletter ad hanging on the Wall of Fame but The Packer and PMG Magazine print ads do frame up nicely.



Prefer printed newspapers over digital.

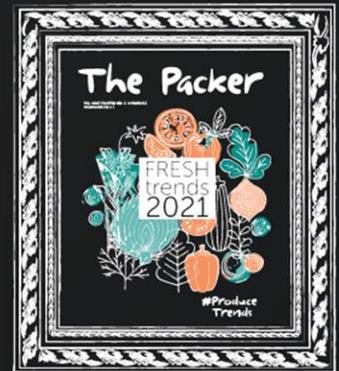
53%

Print CONVERTS

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



Magazines and newspapers are the #1 driver to prompt visits to ag websites.



Print CONFIRMS

Digital campaigns when combined with print ads are...



+



=

400%

MORE EFFECTIVE

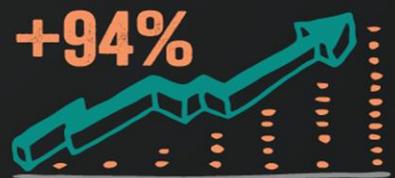


Advertisements for high-involvement products benefit if QR codes are combined with an overall informational appeal.



QR usage has grown by 94% from 2018 to 2020

+94%



PRINT BRANDS:



THE PACKER

Comprehensive. Objective. Accurate. The Packer is the authoritative voice and leading source for news and information on fresh fruit and vegetable marketing, covering every aspect of the fresh produce industry.

PUBLISHED BI-WEEKLY



PRODUCE MARKET GUIDE

This printed resource continues to be the go-to reference guide for professionals throughout the fresh produce supply chain. Advertising in this guide is a tremendous value as its shelf life lasts all year.

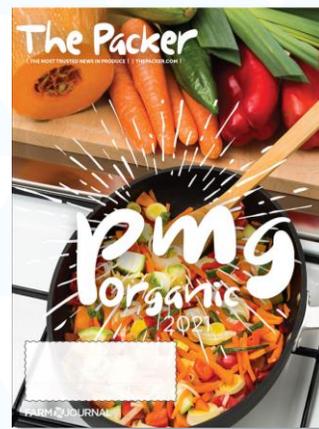
PUBLISHED ANNUALLY IN OCTOBER



PMG MAGAZINE

A fresh resource serving as a powerful, wholistic platform to connect produce industry buyers and sellers throughout North America. PMG has the merged strength of Produce Market Guide's digital platform and the Produce Retailer brand.

PUBLISHED 6 TIMES PER YEAR



PRODUCE MARKET GUIDE - ORGANIC

Much like its sister publication, Produce Market Guide, the Organic Produce Market Guide is a comprehensive resource for all things organic fresh produce that buyers refer to throughout the year.

PUBLISHED ANNUALLY IN JUNE



FRESH TRENDS

What do consumers think about produce? It's in Fresh Trends, the highlights of The Packer's annual consumer research study, presenting consumers' attitudes about fruits and vegetables so retailers can plan accordingly.

PUBLISHED ANNUALLY IN MARCH



The Packer

2022 MEDIA KIT

MAGAZINE SUPPLEMENTS:



PBH ANNUAL SUPPLEMENT

PBH serves the greater good of the industry by promoting the consumption of fruits and vegetables. Their mission is critical to supporting the industry's growth. This annual supplement is provided to update the industry on PBH's new initiatives, report on the success of their programs and educate about their value to the industry. The product is a service of The Packer, provided at no charge to PBH, and 10 percent of all proceeds are donated back to PBH to support its initiatives.

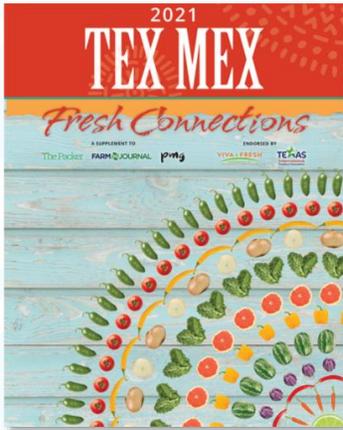
PUBLISHED ANNUALLY IN DECEMBER



ORGANIC FRESH TRENDS ANNUAL SUPPLEMENT

What is driving consumer purchases of organic produce? This annual supplement is your guide to consumer trends that are impacting the dramatic growth of organic produce. Geared specifically toward educating retailers, this new product is a must for advertisers who want to promote their organic lines.

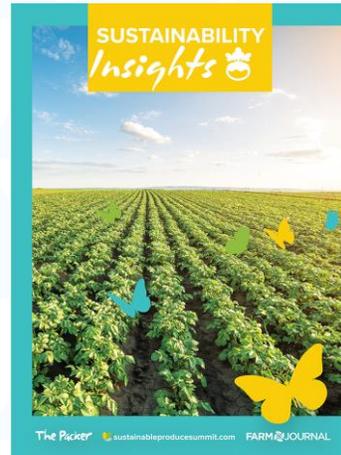
PUBLISHED ANNUALLY IN DECEMBER



TEX MEX FRESH CONNECTIONS ANNUAL SUPPLEMENT

Tex Mex Fresh Connections annual supplement is published in partnership with Viva Fresh Expo. This supplement is a great way to get more exposure for the products that are coming from Mexico and Texas. In addition, the product is featured prominently at the Viva Fresh Expo and offers the bonus distribution at that show with more than 18,000 recipients.

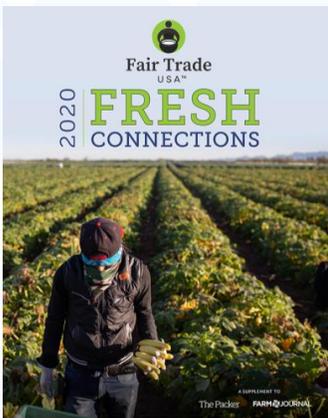
PUBLISHED ANNUALLY IN APRIL



SUSTAINABILITY INSIGHTS

The Packer's Sustainable Produce Intelligence Study includes a multi-year, comprehensive study with data leveraging The Packer's unique relationships across the fresh produce value chain, which uncover and document critical understandings around consumer behaviors toward sustainability. It also covers the latest sustainability trends and data that you need to know to better align your brand with these key initiatives.

PUBLISHED ANNUALLY IN JUNE



FAIR TRADE FRESH CONNECTIONS

Fair Trade USA is a nonprofit organization and the leading certifier of fair trade products in North America, as well as offering certification for growers around the world. This annual supplement is a terrific opportunity to promote Fair Trade Certified products and to align with thought leaders and promoters of Fair Trade.

PUBLISHED ANNUALLY IN DECEMBER



The Packer

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NEWS PRIMER:

A Who's Who and What's What Guide to Policies and Procedures

WHAT IS NEWS?

If a story affects the business decisions seller and buyers make, or if it is of interest to the produce community at-large, we consider it news. We are dedicated to getting such information to readers as soon as possible. Editors weigh a variety of factors each week in deciding not only what is news, but where stories will appear and how much space they receive in print or online. Editors also face space limitations that frequently limit what information is published. We try to make news decisions as objectively as possible, setting aside such issues as whether the news is "positive" or "negative". While we appreciate that so many advertisers choose **The Packer** to carry their messages, advertising considerations do not enter into news decisions.

PICTURE THIS

The Packer will consider submitted photos, logos, labels, and other graphics for publication. Electronic files are preferred for photos and logos. Resolution should be at least 200 dpi. Acceptable file formats are TIF, JPG, or EPS files. Email and CDs are acceptable delivery options. Sharply focused black and white or color 5" x 7" prints, color transparencies and quality printed materials are acceptable formats.

As with news releases, we reserve the right to determine what is acceptable for publication. Please include caption information and a contact with the submission. If requested, we will return photos and other graphics as soon as possible. Please indicate that you'd like the materials returned.

GETTING MATERIALS TO US

If you want to send us news about your company:

E-MAIL: news@thepacker.com

MAIL: News Release, Attn: The Packer, 8725 Rosehill Road, Suite 200, Lenexa, KS 66215

OVERNIGHT DELIVERIES: Editor, Tom Karst, 8725 Rosehill Road, Suite 200, Lenexa, KS 66215

PHONE: (913) 438-0783

ON DEADLINES

The sooner readers or companies alert us to news, the better. To receive full consideration for each issue, news releases and letter to the editor should be received by the Monday before the publication date.

Breaking stories are assigned and developed as time permits.

Our drop-dead time for each week's issue is 3 p.m. (Central time) on Thursday.

Know Your Market and **Shipping Profile** section stories typically are assigned at least a month in advance.

For a copy of **The Packer's** editorial calendar, contact Joelle Stephens at 913-706-4344 or visit www.thepacker.com.

RULES OF THE ROAD

Dozens of newsroom policies and guidelines shape each issue of **The Packer**. Among them, two are of particular note to readers and sources:

ERRORS: **The Packer's** editions and reporters are committed to accurate, reliable reporting. Every story is checked and double-checked by at least two editors, some by as many as four or five. Nonetheless, we know that mistakes sometimes occur. Let us know if we've erred and we will set the record straight, on page A2 every week, or online if appropriate.

PRIOR REVIEW: Reporters or editors do not submit a story to sources before publication. We will review direct quotes and facts when requested. We strongly encourage sources to contact us before publication if they believe the need to clarify any points.

OUR EDITORIAL MISSION:

The Packer serves the vertical produce industry through coverage of the marketing of and the marketplace for domestic and international produce.

The Packer's mission is to continue to be the authoritative publication for the produce industry and to be the leading source of comprehensive, objective and accurate information relating to fresh produce marketing.

KEY NEWSROOM CONTACTS

GENERAL NEWS:

For questions about news releases or story assignment, to pass along a story tip or to report an error in a story, contact Editor, Tom Karst at (913) 438-0769.

ENTERPRISE NEWS SECTIONS:

For questions about story assignments for our *Know Your Market* and *Shipping Profile* sections, contact Editor, Tom Karst at (913) 438-0769.

ANNUAL MAGAZINE EDITIONS:

For questions or comments about *The Produce Market Guide* or *Fresh Trends*, contact Editor, Tom Karst at (913) 438-0769.

PHOTOS AND GRAPHICS:

For technical or content questions, contact Editor, Tom Karst at (913) 438-0769.

STORY/PHOTO REPRINTS:

For questions or comments about the overall publication or to address an unresolved concern, contact Editor, Tom Karst at (913) 438-0769.



The Packer

2022 MEDIA KIT

Evolving for the future of fresh



**ALL-NEW
LOOK &
FORMAT**
Debating
June 2022

With 129 years of providing the most trusted coverage of the fresh produce supply chain, The Packer is still the industry's #1 news source reaching 40% more buyers than any other brand.

Brand-new look, even more news, analysis, & insights



Front-page callouts highlight popular category supplements and trending topics



Seen on social



More coverage means increased exposure of growers, shippers, and allied businesses



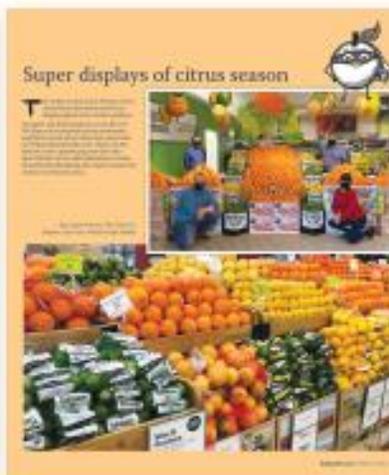
Eye-catching layout improves readability and comprehension



PMA Foodservice show celebrates 40 years



In-depth retail stories deliver more customer insights



High-graphic features encourage engagement

The Power of Print Advertising

82%

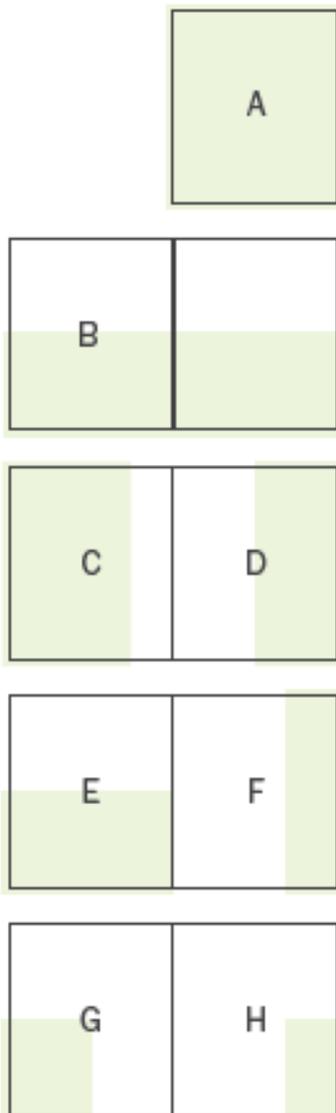
82% of customers **trust print ads** versus 43% for social media ads and 39% for online banner ads.



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**.



Print Ad Specs

	Size	Dimensions
A	Full Page	10.25" x 12" (Bleed: 11" x 12.75"; Trim: 10.75" x 12.5")*
B	1/2 Page Spread	21" x 5.49"
C	3/4 Page	6.12" x 12"
D	1/2 Vertical	4.75" x 12"
E	1/2 Page Horizontal	10.25" x 5.49"
F	1/3 Page	2.35" x 12"
G	1/4 Page	4.75" x 5.49"
H	1/6 Page	2.35" x 5.49"

*Keep live matter at least 0.5" in from all bleed edges

ALL-NEW LOOK & FORMAT

Debuting June 2022

Ad close date for the
first, new-format issue:

05/26/22

The Packer will work
with you to update your
current creative to fit
the new ad sizes.

For more information
on ad resizing and to
learn about special print
ad rates, please contact
your sales account
manager today!



PRINT DIRECTORIES:

Smaller ads make a BIG impact when placed in The Packer Directories, which are specific to commodities and regions. Advertise in The Packer Directories and you'll enjoy these important benefits:

- The opportunity to align your products and services with your niche commodity market or region
- A cost-effective advertising opportunity for companies of all sizes
- The ability to supplement your Packer display ad program, gaining added exposure for your brand
- The ability to lower your display ad frequency discount by increasing the number of total ads running in The Packer
- FREE ad creation by The Packer staff

WHAT'S INCLUDED?

- Your ad printed in the bi-weekly issue of The Packer (sent to 17,000+ subscribers)
- Your ad seen in the digital version on *ThePacker.com*

DIRECTORY RATES & SPECIFICATIONS

Directory ads appear in 4-color or black & white. Please contact your sales rep for the 2022 directory schedule.

SAMPLE OF PRINT DIRECTORY



Unit	Size	Price
1-Box	2.37" x 3.75"	\$500
2-Box Vertical	2.37" x 7.75"	\$930
2-Box Horizontal	4.75" x 3.75"	\$930
4-Box Square	4.75" x 7.75"	\$1750

All pricing is gross and includes 4-color



OUTSIDE-THE-BOX ADVERTISING:

Contact your sales rep for all custom ads and new ideas!

ADVERTORIALS

Sponsored editorial ad space to promote your brand

- ½ Page and Full Page Available: ½ Page Advertorial + ½ Page Ad - Full Page Advertorial + Full Page Ad
- Written by Packer editorial staff as Sponsored Content
- ROP Position
- Book 4-6 weeks prior to ad close date



CUSTOM INSERT

An exclusive removable 1-page resource inserted into The Packer to promote your brand or event.

- 2-sided insert (standard 8.5" x 11")
- High-impact, 4-color, 80# gloss text stock
- 5,000 extra copies sent to you for your use
- Layout may be provided by client
- Layout, content design and development may be provided by The Packer



FRONT-PAGE BANNER AD

Your ad at the bottom of the front page

Front-page banner ads can spread your message in two ways — as a stand-alone ad or as a teaser to another ad placed inside the edition.

The 6-column x 1.75" ad runs across the bottom of the front page and appears in 4-color.

ACTUAL SIZE: 10" x 1.75"
18,000+ DISTRIBUTION

FRONT COVER LABELS

Receive front-page impact from your advertising investment
Front cover labels are proven attention getters and are now available on any issue throughout the year.

The 3" x 3" faux label is printed in the highly visible top left corner of the front page. In addition, front cover labels can also be printed on white paper in full-process color.



PRE-FRONT PAGE OPPORTUNITIES:

Make your advertising message a front-page headline!

The largest, most impactful ad spaces available in The Packer are the A1 Wrap, the Cover Wrap and the Page 1 Spadia.

THE A1 WRAP

This specialty advertisement is a full-page ad unit that covers the entire front section of The Packer. This is the dramatic and impactful printed ad space we offer. Your ad cannot be ignored and will be seen by every reader. **3 Pages of Total Ad Space**

Note: The Packer flag must appear at the top on the front of each type of these specialty ad units.



THE A1 WRAP



FALSE COVER

FALSE COVER

The False Cover ad unit covers the entire front section of The Packer. This too is a dramatic and impactful ad space. Your ad will be seen by every reader. **2 Pages of Total Ad Space**

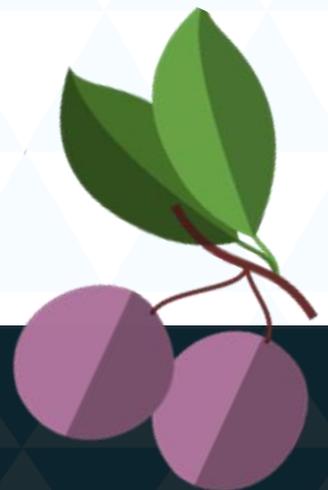
PAGE-1 SPADIA

The Page-1 Spadia is a 1/2-page flap over the front page of The Packer. This spadia includes both the front and the inside front of the half-page cover for your advertising message. **1 Page of Total Ad Space**



PAGE-1 SPADIA

Call your sales representative for a quote.



PRINT ADVERTISING RATES:



Single Issues

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	Not Available	\$ 3,500	\$ 3,500	\$ 3,500
1/4 Page	\$ 2,600	\$ 2,600	\$ 2,600	\$ 2,600	\$ 2,600
1/8 Page	Not Available	Not Available	Not Available	Not Available	Not Available
1/6 Page	\$ 1,700	Not Available	\$ 1,700	\$ 1,700	Not Available
Divider	Not Available	Not Available	Not Available	Not Available	Not Available
Full Page + Advertorial	Not Available	\$ 7,000	Not Available	Not Available	\$ 7,000
1/2 Page + Advertorial	Not Available	\$ 4,700	Not Available	Not Available	\$ 4,700
Minus \$750 for B/W ads					

PUBLICATION SPECIFICATIONS

Magazine size: 3-column format

Printing: Web offset, coated enamel stock

Binding: Saddle stitched

Non-bleed page size: 7" x 10"

Bleed page size: 8" x 10.75"

(Keep live matter at least 0.5" in from bleed edges)

Final trim: 7.75" x 10.5"

Color: All color made from CMYK process

1 column: 2.25"

2 column: 4.5"

3 column: 7"



MATERIALS ACCEPTED

For digital magazine specifications and approved file formats, see The Packer Online at

www.thepacker.com or contact Joelle Stephens at jstephens@thepacker.com for an emailed copy.



The Packer

2022 MEDIA KIT

PRINT ADVERTISING RATES:

The Packer

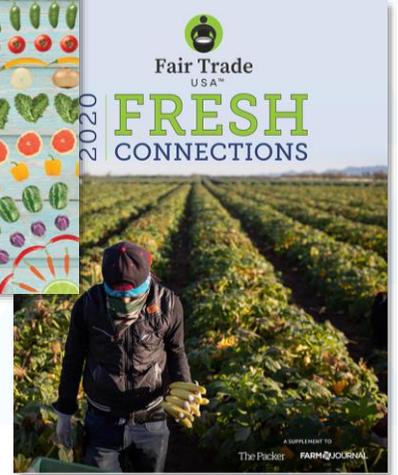
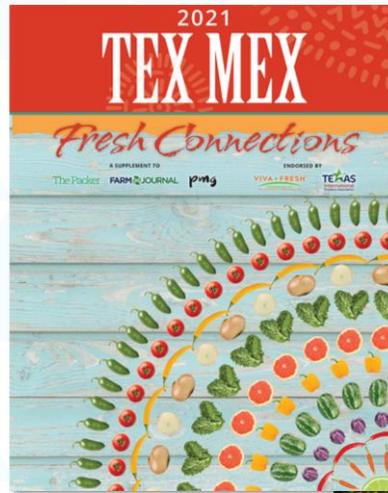
Single Issues

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



All pricing is gross and includes 4-color

PUBLICATION SPECIFICATIONS

Magazine size: 5-column format

Bleed page size: 9.75" x 11.25"

(Keep live matter at least 0.5" in from bleed edges)

Final trim: 9.5" x 11"

Color: All color made from CMYK process

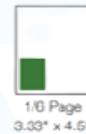
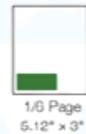
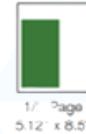
1 column: 1.56"

2 column: 3.33"

3 column: 5.12"

4 column: 6.87"

5 column: 8.62"



MATERIALS ACCEPTED

For digital magazine specifications and approved file formats, see The Packer Online at www.thepacker.com or contact Joelle Stephens at jstephens@thepacker.com for an emailed copy.



The Packer

2022 MEDIA KIT

STANDARD POSITIONS

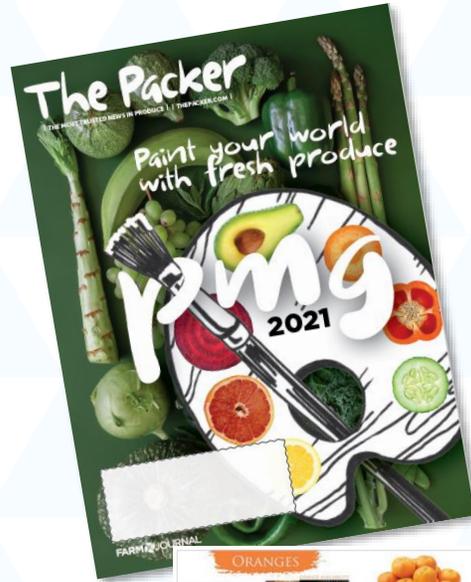
Full Page	\$7,000
1/2 Page	\$4,700
1/3 Page	\$3,500
1/4 Page	\$2,600
1/8 Page	\$1,900

PREMIUM POSITIONS

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

INSERT RATES

Two-Page	\$7,785
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- Year-long shelf life
- Valuable resource for buyers
- Comprehensive information
- Commodity-specific sections
- Marketing & merchandising tips

All pricing is gross and includes 4-color

PUBLICATION SPECIFICATIONS

Magazine size: 4-column format

Printing: Web offset, coated enamel stock

Binding: Perfect

Non-bleed: 14.5" x 10"

Bleed size: 15.5" x 10.5"

Non-bleed page size: 7" x 10"

Bleed page size: 8" x 10.75"

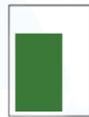
(keep live matter at least 0.5" in from bleed edges)

Final trim: 7.75" x 10.5"

Color: All color made from CMYK



Full Page
7" x 10"



Island
5.18" x 6.66"



1/2 Page
3.37" x 10"



1/2 Page
7" x 4.87"



1/3 Page
7" x 3.25"



1/3 Page
3.37" x 6.62"



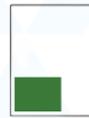
1/4 Page
1.56" x 10"



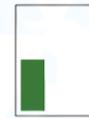
1/4 Page
3.37" x 4.87"



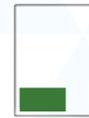
1/4 Page
7" x 2.37"



1/4 Page
5.18" x 3.33"



1/8 Page
1.56" x 4.87"



1/8 Page
3.37" x 2.37"

- 1 column: 1.56"
- 2 column: 3.37"
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- 4 column: 7"

MATERIALS ACCEPTED

For digital magazine specifications and approved file formats, see The Packer Online at www.thepacker.com or contact Joelle Stephens at jstephens@thepacker.com for an emailed copy.



COPY & 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 hereafter 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 assume responsibility for any claims made against the publisher arising from or related to such advertisements. If 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 non-delivery 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.

FILE FORMAT:

Save your file as a PDF/X-1a with no crop marks or white space around the outside of the ad.

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 setup PDF/X-1a will have all fonts and images embedded and use CMYK colorspace (required for 4-color printing).

Staff are available to answer your questions, and further information is available online at thepacker.com. Contact Michelle Bauer at mbauer@farmjournal.com



MEASURABLE PRINT MARKETING:

Boost print ad performance with QR code tech and analytics report.



HOW IT WORKS



A captivating call-to-action in your print ad inspires readers to scan the QR code.



Interested readers are instantly directed to the messages you want them to see.



Monthly reports detail your ad's effectiveness as a conversion tool and lead generator.

The Packer will create and track a unique QR Code to feature in print ads and that will direct interested readers to the advertiser's digital destination of choice. For best results, The Packer suggests a strong call-to-action in the print ad to engage with the QR code, as well as strategic content and a submission form on the digital destination to promote lead conversions.

\$2,000 Price Includes:

- Creation of one unique QR code that directs to URL provided by advertiser
- Consultation on print ad content and lead conversion plan (15 minutes with The Packer's marketing manager)
- Report that details QR code performance (monthly or at campaign conclusion)

Multiple audiences or messages? No problem!

- Additional QR codes with a one-time performance report can be purchased for \$750 each

For more information, please contact your sales rep today!

The Packer

2022 MEDIA KIT



JANUARY									
10-Jan	Close Date	Pre-GOPEX		24-Jan	Close Date	Organic Produce I			
		Apple Marketing		GOPEX		Citrus Marketing			
		Food Safety/Traceability I		Issue		Texas KYM			
		Mushroom Marketing				Washington Apple Directory			
		Toronto KYM				National Potato Directory I			
		National Citrus Directory							
FEBRUARY									
7-Feb	Close Date	Pre-SEPC		21-Feb	Close Date	Packaging Update			
		Southern California Strawberries		SEPC		Ontario Greenhouses			
		Nuts, Dates & Dried Fruit I		Issue		Potato Marketing I			
		Mexican Produce				Southeast Berry Marketing			
		Asparagus Directory				Mexican Mangos			
		National Garlic Directory I				Organic Produce Directory I			
						West Mexico - Nogales Directory			
MARCH									
7-Mar	Close Date	Pre-CPMA		21-Mar	Close Date	California Avocado *Slick Metro			
		Sustainability/Going Green (TAB Sect)		CPMA		Florida Peaches			
		Texas Onions		Issue		West Mexico Spring Produce			
		Florida Spring Produce				California Spring Vegetables			
		Peak Promotions: Cinco De Mayo				Food Safety/Traceability II			
		Fresh Cut/Value-Added/Prepared Meals				Vidalia Onions			
		Banana Marketing				Greenhouse Vegetables			
		National Mushroom Directory I				Sweet Potato Marketing			
		Southern Sweet Potato Directory				Mexican Melons Directory			
						Florida Spring Produce Directory			
21-Mar	Close Date	Fresh Trends Magazine							



APRIL										
4-Apr	Close Date	California Strawberries (TAB Sect)		18-Apr	Close Date	Spring Grapes (TAB Sect)				
		Santa Maria Produce				Mango Marketing				
		California Cherries				Kern County Produce				
		Melon Marketing				National Salad Month				
		Organic Produce II				Cold Storage/Cold Chain				
		Lemon & Lime Marketing				Spring Marketing to Kids				
		National Mushroom Directory II				California Strawberry Directory				
18-Apr	Close Date	Tex-Mex Fresh Connections								
MAY										
2-May	Close Date	Salinas Valley Produce		16-May	Close Date	Georgia Produce		30-May	Close Date	Northwest Cherries (TAB Sect)
		Berries Marketing				Carolina Produce				Arkansas Produce
		New Jersey Produce				Onion Marketing				California Onions
		Pepper Marketing				Women in Produce (TAB Sect)				Florida Avocado
		Los Angeles Know Your Market				Organic Produce Directory II				Summer Citrus
		Mexican Grapes Directory								
JUNE										
13-Jun	Close Date	Peruvian Avocado		27-Jun	Close Date	Sustainability/Going Green II				
		Michigan Produce				Westside California Melons				
		New Mexico Onions				Summer Berries				
		Processing & Packaging Technology				Ohio Vegetables				
		Mid-Atlantic Produce				Food Safety/Traceability III				
		Specialties Marketing				Garlic & Herb Marketing				
		Northwest Cherries Directory				Michigan Produce Directory				
						Fresno Grape Directory				
27-Jun	Close Date	Organic Produce Market Guide								

JULY									
11-Jul	Close Date	Locally Grown Marketing		25-Jul	Close Date	Washington/Oregon Onions			
		Washington/Oregon Potatoes				PMA		Peruvian Asparagus	
		New York State Produce				Foodservice		Ohio KYM	
		California Lettuce & Leaf				Issue		Late Season Berries	
		Ohio Vegetables Directory						Foodservice Report (TAB Sect)	
		Westside Melons Directory						Washington/Oregon Potatoes Directory	
AUGUST									
8-Aug	Close Date	Mushroom Marketing (TAB Sect)		22-Aug	Close Date	Colorado Produce			
		Wisconsin Potato				Idaho/E. Oregon Onions			
		Marketing to Kids - Fall				Organic Produce III			
		Fall Avocado Marketing				Eastern Apples			
		Transportation Services II				Southern Sweet Potatoes			
		Michigan Apples				Twin Cities KYM			
		New York Apple Assn Custom Insert B Woods				California Fall Fruits (TAB Sect)			
		Washington Onions Directory				Peruvian Asparagus Directory			
		National Garlic Directory II							
22-Aug	Close Date	Packaging on Display Magazine							
SEPTEMBER									
5-Sep	Close Date	Northwest Pears (TAB Sect)		19-Sep	Close Date	Washington Apples (TAB Sect)			
		Sustainability Produce Summit Preview				Southern		Pre-NEPC (TBD)	
		Quebec Produce				Innovations		Fall Grapes (TAB Sect)	
		San Luis Potatoes				Issue		Cranberries Marketing	
		Peruvian Onions						Nuts/Dates & Dried Fruit II	
		Pomegranate Marketing						Food Safety/Traceability IV	
		Baltimore/Washington DC KYM						Boston KYM	
		Idaho/E. Oregon Onions Directory						Michigan Apples Directory I	
		Eastern Apples Directory						Southern Sweet Potatoes Directory	
19-Sep	Close Date	Sustainability Insights Magazine							



The Packer

DIGITAL
OFFERINGS



THEPACKER.COM WEB ADS:

The most-trusted news in produce also boasts the most widely read news site in the produce industry. ThePacker.com consistently holds the majority of audience market share, with a steady lead above the competition. ThePacker.com offers:

- The latest industry news, including crops and markets, handling and distribution, retail and food service, event and expo news
- Video insight of the latest stories from our expert editorial team
- News coverage and information on more than 80 commodities
- Weekly stories about crops, sourced from growers and shippers
- Profiles of industry leaders
- Digital archives dating back to 1992
- Blogs from produce insiders Armand Lobato, The Packer's own industry expert Tom Karst, and other industry influencers

We hold ourselves accountable to delivering your advertisement. When advertising with ThePacker.com, you can trust your display ads will be seen by an engaged audience.

AVAILABLE ADS:

Leaderboard: The widest banner on ThePacker.com and ProduceRetailer.com, the leaderboard is below our top story to maximize viewability and make sure it is seen by the reader. It also appears mid-page and on the footer. This unit sells out quickly.

Rectangle: This versatile ad runs in multiple places on all pages, making it a great choice for brand recognition. Tower: Don't let the audience scroll right by – follow them down the page. This longer form ad lets you play with design and stay in front of the reader longer.

Native: Native ads seamlessly integrate with the editorial content while clearly marked as an advertisement. Pair it with sponsored content from a leader in your company and position yourself as an industry expert.

Outstream Video: As readers scan our articles, these video ads appear within the stream of content. If the scrolling stops, the ad continues. If the readers move past the video ad, the ad ceases. The video can be a standard HD video or a 360-video

Half Page: 300 x 600 ad formats made of text, images, video, and audio that deliver general advertisements and brand messages to site visitors on Farm Journal Owned & Operated properties as well as audience extension.

Super Leaderboard: Can expand to full screen overlay and include text, images, or video that deliver general advertisements and brand messages to site visitors on Farm Journal Owned & Operated properties.

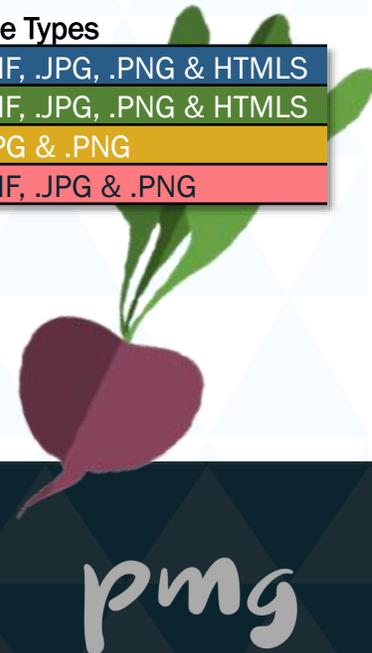
Expanded Marquee: Banners that push website content down while expanding the banner to show more advertising space. They are triggered by clicking the banner. Users then click a custom designed close button to minimize the banner. Runs on Farm Journal Owned & Operated properties.

THEPACKER.COM WEB ADS:

Creative Unit	Initial Dimensions	Expansion Dimensions	Rate	File Types
Leaderboard	728x90	728x270	\$160/CPM	.GIF, .JPG, .PNG & HTMLS
Medium Rectangle	300x250	600x250	\$160/CPM	.GIF, .JPG, .PNG & HTMLS
Native*	100x100 & 210x140	N/A	\$160/CPM	.JPG & .PNG
Smartphone Banner	320x50	N/A	\$160/CPM	.GIF, .JPG & .PNG

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

Additional ads and pricing continued on next page.



The Packer

2022 MEDIA KIT

pmg

THEPACKER.COM WEB ADS:

NATIVE AD
(100x100)

Creative Unit	Initial Dimensions	Expansion Dimensions	Rate	File Types
Outstream Video**	300x250	N/A	\$300/CPM	.MP4
Half Page	300x600	N/A	\$160/CPM	.GIF, .JPG, .PNG & HTMLS
Super Leaderboard	970x90	970x330	\$160/CPM	.GIF & .JPG
Expanded Marquee	1380x90	1380x600	\$160/CPM	.GIF & .JPG

**Outstream Video: Max length - 15 seconds

The Packer

2022 MEDIA KIT



WEB ADS – PRODUCE AUDIENCE EXTENSION:

Powered by Farm Journal data, our Produce Programmatic offering is incredibly targetable. Reach your audience as they travel the internet – your ad will show up on the sites they visit. Target tens of thousands of produce professionals by industry, job title and geographic location, as well as commodity association.

What is it?

Audience extension targets members of our database with ads as they browse popular websites and mobile apps.

- Powered by our data, not guesses
- Tens of thousands of targetable industry members – including retailers, buyers and brokers
- Offering display, mobile, pre-roll and eNewsletter placements
- Purchased and managed through our digital team
- Also available as a Private MarketPlace (PMP) offering

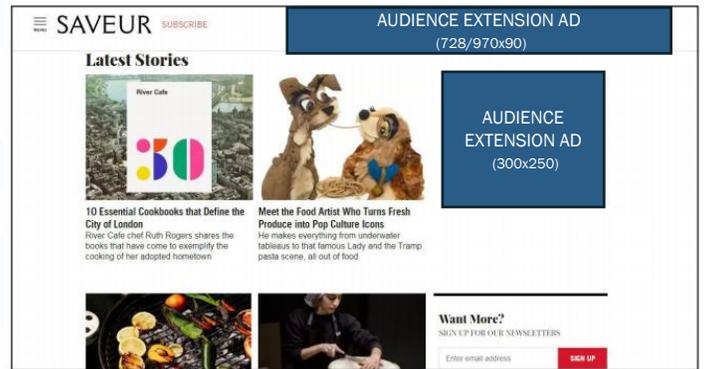
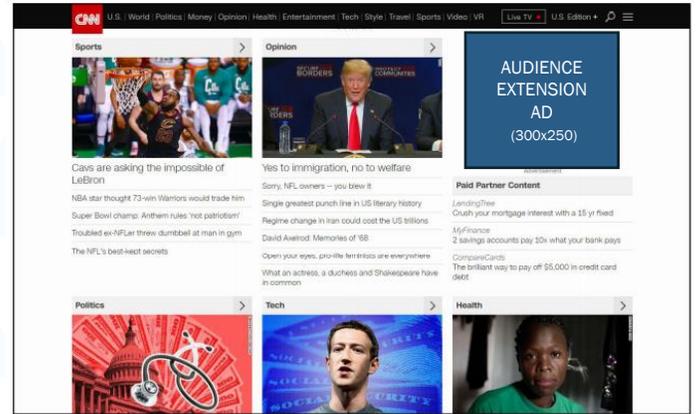
The Packer’s design team is available to work with you to build the creative for your ad to ensure it is effective and impressive.

AD SPECS: Any combination of 300x250, 320x50, 970/728x90, 160x600 or 300x600 in PNG, JPG, or animated GIF, 40kb or less with a functional URL for link

Popular List Categories & Sizes*

- Retailers – 33,344
- Growers/Packers/Shippers – 45,223
- Foodservice – 7,126
- Wholesalers – 10,333

*List sizes vary due to continuous maintenance and verification of dataset. These figures are as of 11/11/2021. Please contact your representative for the latest audience numbers.



Ad Position	Rate
Display	\$60/CPM
Native	\$90/CPM
Pre-Roll	\$90/CPM
CTV/OTT	\$75/CPM
Audio	\$36/CPM



eNEWSLETTERS:

The Packer A.M. and P.M.

The Packer A.M. and P.M. eNewsletters consistently put your message in front of industry professionals. These eNewsletters offer the same top-notch news and editorial content the produce industry knows and respects from The Packer, but more often.

Top stories and headlines from the day are condensed in an easy-to-read format. These newsletters are designed for progressive produce industry professionals who need to know NOW.

Our large database of readers represents every role in the produce supply chain. Advertising in The Packer A.M. or The Packer P.M. means reaching a wide, engaged cross-section of the produce industry.

DISTRIBUTION:

- The Packer A.M.: 77,695*
- The Packer P.M.: 75,384*

List size fluctuates due to maintenance retaining only engaged readers.

FREQUENCY:

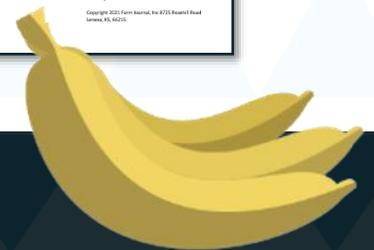
- The Packer A.M.: Once Daily
- The Packer P.M.: Once Daily

*As of Apr. 2022

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	\$1,450

All pricing is gross.

The screenshot displays an e-newsletter interface for 'The Packer'. At the top, it shows the logo and the date 'Oct. 15, 2021'. Below this is a 'TOP BANNER (728x90)' featuring a photo of a field with a red tractor and a blue truck, with the headline 'Idaho potatoes find boost during pandemic'. A 'Read More' button is positioned below the banner. The main content area includes a 'PREMIUM MEDIUM RECTANGLE (300x250)' and a 'PREMIUM CONTENT AD (100x100 logo or image; 65 char. Headline; 230 char. Body; 1 click URL)' with a headline about 'USDA announces dates for the California walnuts continuance referendum'. Below this is another 'STANDARD RECTANGLE (300x250)' and a 'STANDARD CONTENT AD (100x100 logo or image; 65 char. Headline; 230 char. Body; 1 click URL)' with a headline about '2013 Fresh Summit flashback'. The bottom section features another 'STANDARD RECTANGLE (300x250)' and a 'LOWER BANNER (728x90)' with the headline 'The Weather Picture Across the Country Has Snow & Thunderstorms'. At the very bottom, there is a 'FARM JOURNAL' logo and a footer with contact information and a copyright notice.



eNEWSLETTERS:

The Packer Spotlight: Sustainability, Organics, & Foodservice Editions

Sustainability, Organics, and Foodservice are three of the most talked-about topics in fresh produce, and The Packer offers a chance to position your company as a thought leader and solutions-provider in each field, reaching our largest audience of fresh produce professionals twice each month. Introducing The Packer Spotlight eNewsletters. Each eNewsletter delivers a deep-dive into the spotlighted topic along with prime advertising opportunities.

DISTRIBUTION:

- Foodservice – 9,000
- Sustainability – 72,000+
- Organics – 72,000+

FREQUENCY:

2x each month

- Foodservice deploys on Tuesdays
- Sustainability deploys on Wednesdays
- Organics deploys on Thursdays

AD SPECS:

.JPG or .PNG only

AD CREATION:

The Packer can create basic ads for eNewsletter advertisers for the low cost of \$250. Contact your sales rep for more information.

Ad Position	Price per Run
Premium Medium Rectangle	\$1,525
Premium Content Ad	\$1,525
Standard Rectangle	\$1,225
Standard Content Ad	\$1,225

All pricing is gross.

The Packer SPOTLIGHT ON SUSTAINABILITY

Alpine Fresh berry increase
Berry marketer Alpine Fresh expects bigger volume of organic and conventional blueberries this year.

Distributor finds waste solution
An organic produce distributor in New York has solved what to do with fruit and vegetables that are no longer suitable for customers.

PREMIUM MEDIUM RECTANGLE (300x250)

PREMIUM CONTENT AD (100x100 logo or image; 65 char. Headline; 230 char. Body; 1 click URL)

Company quadruples organic volume
This grower-shipper has four times the amount of organic produce planted in Florida this season.

Highline acquires Prairie Mushrooms
Highline Mushrooms has expanded its conventional and organic offerings with the purchase of the western Canada operation.

STANDARD RECTANGLE (300x250)

STANDARD CONTENT AD (100x100 logo or image; 65 char. Headline; 230 char. Body; 1 click URL)

Ham Farms launches organics
Ham Farms will soon debut its Prime Organics brand, with plans to also increase its organic acreage this year.

Rainier partners with yoga events
Rainier Fruit is expanding its focus on promoting active lifestyles through a partnership with Wanderlust, a yoga event company.



The Packer

2022 MEDIA KIT

eNEWSLETTERS:

Product Innovations

Big Announcements. Perfect Timing.

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.

Your Investment delivers:

- 100x100 JPG logo
- 125x125 JPG product image
- Up to seven-word headline
- Up to 50-word description
- One URL
- Audience of 42,122

Rate & Terms:

- \$500
- Space is limited

For more information or to reserve your space, please contact your sales rep.

Month	Industry Event	Send Date
January	GOPEX - Jan 31-Feb 2	1/31/2022
February	Fruit Logistica - Feb 9-11	2/7/2022
March	SEPC Southern Exposure - March 3-5	3/2/2022
April	CPMA - April 5-7	4/4/2022
April	VIVA Fresh Produce Expo - April 21-23	4/20/2022
May	Open Send	5/18/2022
June	WCPE - June 2-4	6/1/2022
July	Organic Produce Summit - July 13-14	7/12/2022
July	PMA Foodservice - July 28-29	7/27/2022
August	Open Send	8/17/2022
September	SEPC Southern Innovations - Sept 22-24	9/21/2022
October	PMA Fresh Summit - Oct 27-29	10/24/2022
October	PMA Fresh Summit - Oct 27-29	10/25/2022
October	PMA Fresh Summit - Oct 27-29	10/26/2022
November	Open Send	11/16/2022
December	New York Produce Show - Dec	TBD

The Packer

Product Innovations

Oct 19, 2021 | VIEW WEB VERSION | Forward to a Friend














2014 - Show achieves new record, extends reach
 ANAHEIM, Calif. — The Produce Marketing Association's Fresh Summit 2014 set records and drew praise from exhibitors and attendees for its global reach. [Learn more.](#)

2013 - Lessons learned from PMA: ADD version
 I was sitting around the kitchen table last night, trying to recall to my wife, daughter and son-in-law all the excellent anecdotes and amazing insights gleaned from the general session speakers at Fresh Summit 2013. [Learn more.](#)

ADVERTISEMENT



Pure Flavor
 A tiny taste of Heaven? We've cracked the code, run the numbers. The result is a new level of sweetness for every recipe and snacking occasion: it's the sweetness you crave with the quality you deserve. Discover Cloud 9® 8oz Bis-Sized Praty Tomatoes. [Learn more.](#)



Well-Plot
 Grow What You Love. We'll help you grow what you love. We'll help you grow what you love. We'll help you grow what you love. [Learn more.](#)



YOWZER!™ Red Chill Peppers
 Everyone needs a fiery, red sidekick. Sweet with a kick of heat, these Yowzer!™ red chili peppers are about to spice things up. Add to your favorite fresh salsa, nachos & salads, or fire up the grill to unleash the flavor. [Learn more.](#)



FOR THE LOVE OF AVOCADOS
 "Ever wonder how that perfect piece of avocado toast made it onto your plate? Or how the avocado grew from a seed to a phenomenon? FLUDA is your one-stop shop for all things avocado. We're here to "guac" about tips and tricks, avocado farming, marketplace trends and everything in between. Subscribe today! [Learn more.](#)



Naturipe Berry Tartlet™ - A Berry in Every Bite
 Naturipe Snacks™ NEW Berry Tartlet is the perfect fresh parfait solution for grocery retailers and their shoppers. Our ready-made parfaits combine thoroughly washed blackberries, Chobani Greek yogurt and crunchy granola, all assembled in an innovative 6 oz package to offer 21 days shelf-life from date of production. [Learn more.](#)



100% REAL AVOCADO
 Yo Guero (Yo Guero! Introduce us to 100% Real Mashed Avocado)
 "Yo Guero! known for their premium, fresh tasting guacamole, salsa and queso is launching a line of Mashed Avocado products made from 100% real, hand-scooped Hives avocados. The 4-oz, 2oz mini cups and larger portion 6oz cups, offer consumers a variety of ways to enjoy always ripe, always ready avocado. [Learn more.](#)



eNEWSLETTERS:

Fresh Ideas by 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: 22,000 readers, primarily retailers

FREQUENCY: 3x per week (Tuesday, Wednesday, Friday)

AD SPECS:
.JPG or .PNG only

AD CREATION:
The Packer can create basic ads for eNewsletter advertisers for the low cost of \$250. Contact your The Packer representative for more information.

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

All pricing is gross.



Dec 15, 2021 | View in my Browser



Fresh Ideas

LEADERBOARD (728x90)

Powered by [12 Leads](#) AdChoices

The 2021 Mango Retailer of the Year: Albertsons Companies
The National Mango Board (NMB) announced Albertsons Companies as its recipient of the 2021 Mango Retailer of the Year award.

Exclusive new event series Lobby Bar Live set for November launch
Business relationships blossom when people spend quality time together. That's why quality time is the central, unique promise of new micro-event series Lobby Bar Live.

'Normal' grocery shopping's return stopped with COVID-19 uptick
In 2020, winter holiday gatherings were smaller and home-centric, and it's likely 2021 will see some of the same.

PREMIUM MEDIUM RECTANGLE (300x250)

Powered by [12 Leads](#) AdChoices

PREMIUM CONTENT AD (100x100 logo or image; 65 char. Headline; 230 char. Body; 1 click URL)

Pickup sales grow in September U.S. online grocery survey
One of the three online shopping avenues is growing, while the other two are sliding back a bit, which can affect how retailers target fresh produce sales strategies.

The results are in. The judges have decided.
One of the last remaining truly seasonally available fruits, there's a short window to grab consumers' attention with your cherry displays, 2021 Summer Produce Artist Award Series panelists said.

STANDARD RECTANGLE (300x250)

Powered by [12 Leads](#) AdChoices

STANDARD CONTENT AD (100x100 logo or image; 65 char. Headline; 230 char. Body; 1 click URL)

[Forward to a Friend](#)
[Subscribe](#)
[ProduceMarketOwls.com](#)
[ThePacker.com](#)
[ProduceMarketOwls.com](#)

Facebook, Twitter, Instagram, LinkedIn icons

pmg

Amy Bowler, Editor
abowler@thepacker.com

Joelle Stephens, Advertising
jstephens@farmjournal.com

Questions or comments?
Call us at 913-438-0784
email us at: adops@thepacker.com

2022 MEDIA KIT



50/50 eBLASTS:

BENEFITS:

- Target your audience with your message
- Your message is featured with relevant news content your audience can use – adding credibility to your message.
- Your message can link to the content of your choice – a website, video, or content we host for you.
- Our team provides professional layout, proofs, and deployment to targeted list.
- Don't compete with other advertisers – this eBlast send features your brand/products exclusively.
- Our flexible deployment lets you schedule the eBlast to suit your schedule.

RATES:

\$240/CPM (\$2,000 minimum)

HOW IT WORKS:

- You supply your marketing message, and our editors compile news content relevant to your product category and/or target audience.
- The eBlast is sent on the day and time of your choice, up to 75,000 fresh produce professionals.

SPECS:

- Title – seven words maximum
- 200 words of content
- 300x250 image (.JPG or static .GIF under 150K)
 - The Packer can create basic ads for eBlast advertisers for the low cost of \$250. Contact your The Packer representative for more information.
- URL that will link to your message
- Materials due one week prior to deployment date

**Please note, we do not execute more than 1x/day to the same audience.*

The Packer View in Browser
January 28,
2021

MountainKing: retail displays effective when suggesting meal solutions
Just as quick-service restaurants use enticing menu board images to drive sales of combo meals, double-meat burgers, jumbo-sized slushies...
[Read More](#)

A Word From Our Sponsors



Recommended by 

Thinking about retirement or transitioning your business?

Business transition is a big decision; it's a life decision. When looking to retire or move on, business owners typically have few options. They can sell to a competitor or larger company that absorbs them, or they collapse the company, selling off assets. Market Maker Agriculture offers another option: we acquire a controlling interest but leave the company to operate as it did. Ownership changes but employees continue to operate the business for the long term ... keeping the legacy intact. The team at Market Maker Agriculture, who has been working in and alongside the industry for nearly 20 years, understands that agriculture is both a lifestyle and a business. We believe it's important for small and mid-size companies to thrive while enabling agribusiness owners to benefit from their lifetime of work. Thinking about transitioning your business today or in the future, give us a call. Thinking about business transition? Give us a call and let's sit down and talk. (613) 656-8576
Email: info@marketmaerag.com

marketmakerag.com

The Nunes Co. highlights sustainability, solar projects
Sustainability has become a topic at the forefront of the agriculture industry. With a growing number of consumers looking to make more eco-conscious purchases, it is the job of the grower to meet those requests.
[Read More](#)

Fire destroys Washington dehydrated potato facility
A Jan. 21 fire destroyed a dehydrated potato processing facility in Warden, Wash. The central Washington facility was one of two such potato processing plants in Washington state, according to local media coverage.
[Read More](#)

FARM JOURNAL You are receiving this email because you are a subscriber or past subscriber to a Farm Journal Product.

[Forward to Friend](#) [Preferences/Unsubscribe](#) | [Subscribe](#)

Connect With Us:  

The Packer

2022 MEDIA KIT



TRIGGERED eBLASTS:

How do you get your message in front of someone who has shown interest in your product? Send them an eBlast after they look at relevant content! After reading specific content, a known user will receive your eBlast. This creates the next communication tactic, leading to a client funnel.

BENEFITS:

- Target audience with proven interest in relevant topics
- Track engagement with timely results
- Move forward from triggered eBlast success into Audience Extension ads (see page 27) and continue to reach engaged audiences.

HOW IT WORKS:

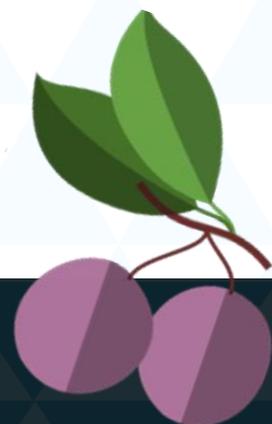
- The Packer uses marketing automation to deliver relevant content to readers' inboxes as they show interest in certain topics in real time.
- This program is customizable, depending on the content clients are looking to deliver to readers.

RATES:

\$2000 minimum per month

SPECS:

- Client supplies .HTML file. The Packer can create basic ads for eBlast advertisers for the low cost of \$250. Contact your The Packer representative for more information.
- All HTML must use table-based layouts, using CSS only to control typography and color.
- There is a 750-pixel max width and up to 100K max file size (includes all images/HTML files). No height max.
- Only text, .JPG, and .GIF images are allowed – Flash, Rich Media, image maps, and JavaScript cannot be used.
- Fill image paths in the code must be used (for example <http://www.domain.com/images/graphic1.jpg>).
- Clients should provide detailed linking instructions.
- Subject lines should make the receiver want to open them. We suggest no more than 12 words or 150 characters. Subject lines are approved by The Packer.
- Links to PDF, Word documents, or other non-traditional “webpage” links within the email must be clearly identified.
- An eBlast that is entirely a linked image is NOT recommended, as many of today's platforms block images. Converting your web ad to a PDF and emailing it is also not a best practice.
- The eBlast should combine text and images with a call-to-action within the text component.
- Please provide a list of who should receive proofs to approve the eBlast, as well as any seed lists.



CUSTOM TARGETED eBLASTS:

Directly reach your target audience with a 100% branded message!

- Drill down within your audience to reach only the desired demographic
- Link to your website, product information, or the content of your choice
- Proofing and deployment handled by The Packer's digital team
- Flexible deployment dates
- Reach tens of thousands of opted-in contacts*

*Number varies based on audience selection. Contact your representative for the latest audience numbers.

Ad Specs:

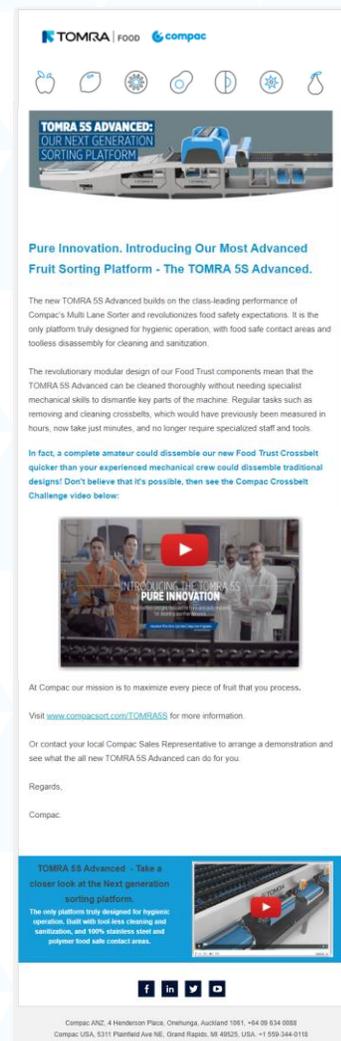
Client supplies HTML file or The Packer's creative services team is available to build HTML.

- 750-pixel max width, no height max
- 100K max file size (includes images and HTML files)
- All HTML must utilize table-based layouts, using CSS only to control typography and color
- Only text, JPG, and GIF images are allowed
- Full image paths in the code must be used (for example <http://www.domain.com/images/graphic1.jpg>)
- Recommended subject line length is 12 words or 150 characters and are subject to The Packer's approval
- Links to PDF, Word documents, or other non-traditional "webpage" links within the email must be clearly identified
- An eBlast that is entirely a linked image is NOT recommended as many of today's platforms block images; Converting your web ad to a PDF and emailing it is also not a best practice
- The eBlast should combine text and images with a call-to-action within the text component
- Please provide a list of who should receive proofs to approve the eBlast as well as any seed lists

Rates & Terms:

eBlast List Size/Make-up	Rate
10,000+ Contacts	\$240 CPM
Up to 9,999 Contacts	\$365 CPM
Custom Data/Niche Title	\$480 CPM

Minimum \$2,000. Contact your sales representative for frequency rates and available send dates.



The screenshot shows an email advertisement for the TOMRA 5S Advanced fruit sorting platform. At the top, it features the TOMRA and Compac logos, along with icons for various fruits. Below this is a large image of the TOMRA 5S Advanced platform with the text "TOMRA 5S ADVANCED: OUR NEXT GENERATION SORTING PLATFORM". The main headline reads "Pure Innovation. Introducing Our Most Advanced Fruit Sorting Platform - The TOMRA 5S Advanced." The body text describes the platform's performance, hygiene, and ease of maintenance. A video player is embedded with a red play button and the text "INTRODUCING THE TOMRA 5S PURE INNOVATION". At the bottom, there is a smaller image of the platform and contact information for Compac in New Zealand and the USA.



COMMODITY-SPECIFIC ADVERTISING:

Produce is a unique industry. It's difficult to plan advertising around perishable commodities with specific availability cycles. To remove the guess work, we've created commodity-specific advertising solutions.

PACKAGES

Prices range from \$750-\$2,500, with packages that may include targeted Audience Extension ads, Commodity Alerts and ThePacker.com or ProduceMarketGuide.com run-of-site ads. Speak to your sales rep for more information.

COMMODITY ALERTS eNEWSLETTER

This targeted newsletter offers relevant editorial content about a single commodity with your rectangle or content ad featured prominently. These newsletters – sent weekly, on Tuesday – go to subscribers who have opted in to receive news about that commodity, ensuring an engaged and interested audience.

The screenshot shows the 'Avocados' section of The Packer website. It features a header with the date 'Tuesday, November 9, 2021' and a 'View Web Version' link. The main content includes a news article titled 'Market loosens for Mexican avocados' with a sub-headline 'The U.S. market has opened up significantly this fall as plenty of good-quality, reasonably priced avocados make their way across the Mexican border.' Below this is another article titled 'Avocados From Mexico returns to the Super Bowl with new television spot' with a sub-headline 'Avocados From Mexico will be back again for the National Football League's biggest game in February, and former New Orleans quarterback Drew Brees will star in the group's 30-second television spot.' A third article is titled 'Denise Junqueiro advances to Mission's vice president of marketing' with a sub-headline 'Mission Produce, Inc. announces the promotion of Denise Junqueiro to Vice President of Marketing and Communications, reporting to Steve Barnard, Chief Executive Officer and Founder.' At the bottom, there is a 'Love One Today' advertisement with the text 'Love One Today® is equipping the industry for success' and a link to 'Get Started Today'.

Ad Position	Price
Standard Rectangle	\$1,000
Standard Content Ad	\$900

All pricing is gross.

POPULAR COMMODITIES ON THEPACKER.COM:



NEWS & 'VIEWS EXCLUSIVE VIDEO CONTENT:

Introducing *NEWS* & *'VIEWS*: Exclusive and timely video content delivered in conversational bites from farm-to-phone – or any device your customers turn to for the latest fresh produce news from The Packer and PMG.

Host, Kristin Dinsmore



- Three-to-five minute video conversation focusing on the news/content of your choice and professionally produced and edited by The Packer and PMG broadcast team
- Hosted by on-air talent and fresh produce influencer, Kristin Dinsmore
- Shot virtually or on-location (travel and accommodations additional if applicable)
- Editorial control of messages/content and review/approval rights
- Guaranteed airing and targeted digital promotion on ThePacker.com, ProduceMarketGuide.com, and associated social platforms
- Ownership of final video file for additional promotion/sharing

VIDEO ONLY - \$2,500

- Three-to-five minute video interview, professionally and edited by The Packer and PMG broadcast team
- Final video files

VIDEO + PROMO 1 - \$4,500

- Three-to-five minute video interview
- Final video files
- Hosted page and video player, plus project management
- 1x The Packer PM Newsletter module
- Social media targeting (approx. 20K imp.)

VIDEO + PROMO 2 - \$8,000

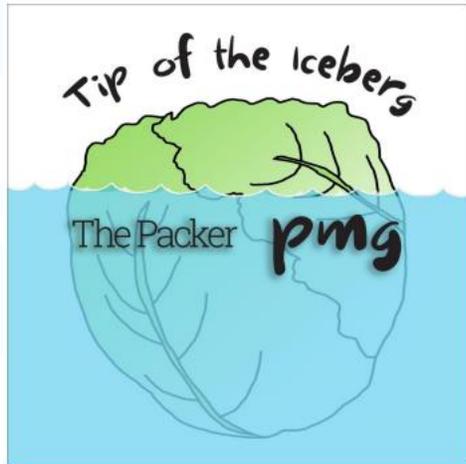
- All Promo 1 benefits, plus
- 2x The Packer PM Newsletter module
- Social media targeting (approx. 20K imp.)
- Native ad impressions (approx.. 25K imp.)
- 1x MMS tBlast of your video to The Packer text list of 6,000+

The Packer

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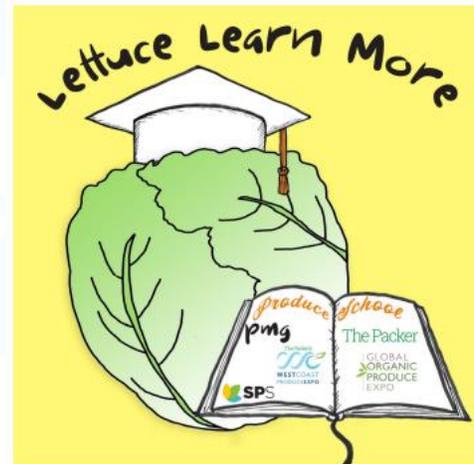


PODCAST ADVERTISING:



TIP OF THE ICEBERG

Tip of the Iceberg features conversations between members of the fresh produce industry and the editors of The Packer and PMG to provide insights into the opportunities and challenges for different segments of the industry today.



LETTUCE LEARN MORE

Lettuce Learn More is a podcast focused on fresh produce industry education, brought to you by The Packer and PMG.

PACKAGES AND 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

Thirty-second and one-minute ads will be featured periodically throughout the podcasts. Paid interviews will be included at the conclusion of a podcast episode and will be mentioned by the host at the beginning and end of the podcast (only one paid interview per podcast).



The Packer

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DATA &
RESEARCH



PRICING DATA PLATFORM:

Empowering fresh produce brands to make data-driven decisions about pricing and promotions

The Packer's Pricing Data Platform delivers real-time info and insights into market trends using data collected from more than **130,000 stores** and **180 retail banners** that span **30,000+ zip codes** across the United States – always ensuring a clear view of the competitive landscape.



Real-Time

Gather intelligence and identify opportunities NOW.



Comprehensive

Get broad views to specific observations right at your fingertips.



Hyper-Local

Track national, regional, or even single store insights.



Easy-To-Use

Access information via the intuitive, highly-visual platform.



The Packer

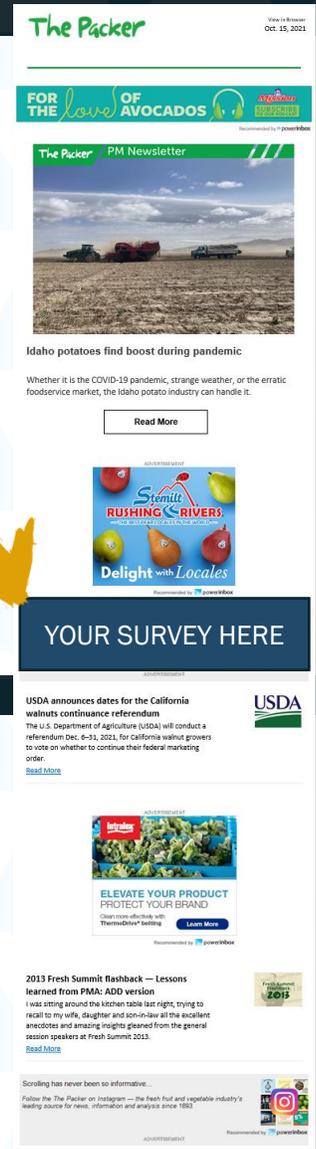
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QUICK SURVEY:

A simple alternative to traditional market research without the significant expense and lengthy timelines.

Gain valuable input from your customers and make data-based decisions with The Packer's Quick Survey. Select from one of the packages below to poll The Packer's audience of fresh produce professionals. Your custom survey will be promoted daily in The Packer's A.M. or P.M. eNewsletter for one week and you'll receive the answers and data from respondents once the survey concludes.



PACKAGE 1 - \$2,500

- Standard demographic info from survey respondents (name, company, title, industry segment)
- Up to three custom questions with responses
- Daily inclusion of branded ad in The Packer A.M. or P.M. eNewsletter for one week (5 days, M-F)
- Survey hosted on ThePacker.com

PACKAGE 2 - \$5,000

- Standard demographic info from survey respondents (name, company, title, industry segment)
- Up to five custom questions with responses
- Daily inclusion of branded ad in The Packer A.M. or P.M. eNewsletter for one week (5 days, M-F)
- Survey hosted on ThePacker.com
- Additional promotion across The Packer social media platforms (One post on Facebook and three tweets during week of survey)
- Coordination of incentive to complete survey (price does not include cost of incentive)

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PRINT &
DIGITAL
OPPORTUNITIES

LETTER FROM THE EDITORS:

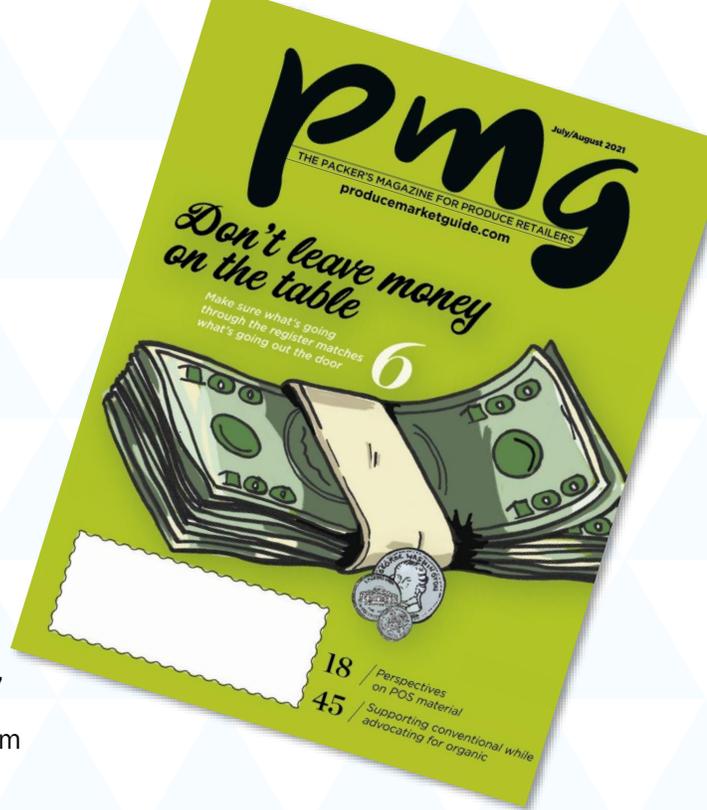
PMG magazine is the go-to resource for retail professionals passionate about the presentation of produce. You'll find frequent insight from industry members, including regular contributed content by those who know the business best. We take joy in showcasing the great work being done in produce departments, from extensive coverage of merchandising and strategy in the magazine to more frequent, shorter articles on ProduceMarketGuide.com. We also report on retail news, seasonally relevant supplier updates, new product releases and more.

Our brand has a presence far beyond the print magazine. We prioritize social media channels like LinkedIn, the leading platform for produce industry conversations, and post regularly on Facebook, Instagram and Twitter. Our offerings include not only articles but video interviews, slideshows of produce department photos, and most recently, the new *Tip of The Iceberg* and *Lettuce Learn More* podcasts, designed to inform all produce audiences, by PMG and The Packer.

For years, our magazine – formerly Produce Retailer – has given one of the most prestigious awards in the industry, the Produce Retailer of the Year award. We continue to recognize best-in-class produce executives with this award, celebrating the leaders of strong produce cultures. We recognize a recipient of this award each year with a cover story and ceremony at the Produce Marketing Association's annual Fresh Summit event.

We continue to highlight industry leaders in this way, and in addition, we have recently launched a new recognition platform for a segment of the industry for whom a universal award previously did not exist – the Produce Artist Award Series, a seasonally-based award series for produce merchandisers.

We understand that enthusiastic produce retail professionals are a community, and we aim to connect to that community with our content. We aim to both inform and inspire, and the feedback and involvement we've had from industry members have us confident we are on the right track. We appreciate all those who've supported us along this journey so far, and we couldn't be more excited about the road ahead. Join us!



AMY SOWDER
Retail Editor

email: asowder@thepacker.com
phone: (718) 490-4458



TOM KARST
Editor-in-Chief

email: tkarst@thepacker.com
phone: (913) 438-0769



EDITORIAL MISSION:

PMG 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. PMG 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 PMG is the right solution for your marketing initiatives.

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

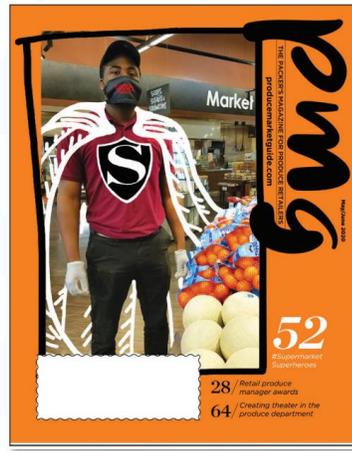
PMG Magazine*	8,019
Produce Business	No Audit

*Alliance for Audited Media audited 2x/year; Figures as of Dec. 31, 2021

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

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, unlike Produce Business
5. Modern design to appeal to influential readers



COMPETITIVE DIFFERENTIATION:

PMG: 100% RETAILER-FOCUSED

PMG 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. PMG reaches 100% retailers, meaning no wasted circulation to other shippers.

PMG TOTAL CIRCULATION:

8,021

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

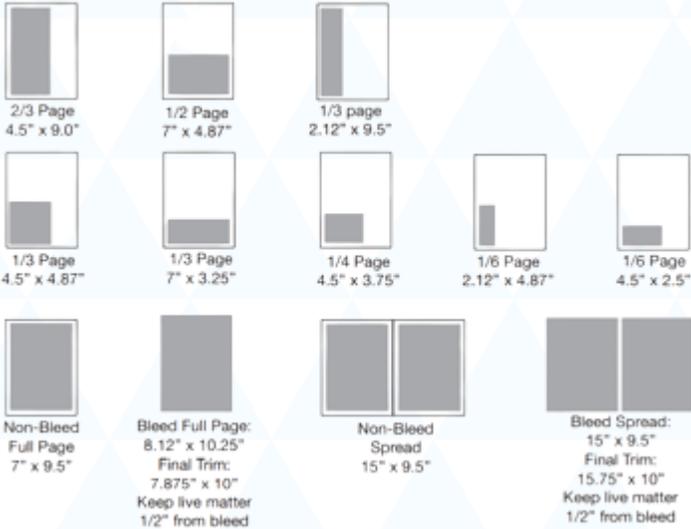


PRINT ADVERTISING RATES:

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

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



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" x 10.25" and will trim 0.12" on head, foot and face

Multiple-Page Inserts: Please contact your rep.

Ship Pre-Printed Inserts 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



PRINT AD SPECIFICATIONS:

File Format:

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 at Farm Journal are available to answer your questions and further information is available online.

Special Policies and Requirements:

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

Mechanical Specifications:

Process: Magazine-size printed web offset on coated stock

Binding: Perfect, with final trim size of 7.875" 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 0.5" (3 picas) from bleed edges.

Materials Accepted: Digital files in PDF/X-1A

Inserts:

Contact your sales representative for specs.

Send 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 hereafter 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 non-delivery 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.



EDITORIAL CALENDAR:



Issue	Issue Date	Ad Close	Featured Commodities	Feature Articles	Convention Distribution	Promo Sections
Jan/Feb	2/1/2022	12/22/2021	<ul style="list-style-type: none"> • Imported Berries • Citrus • Potatoes • Papayas • Mushrooms • Bell peppers • Cucumbers • Bananas • Packaged salads 		<ul style="list-style-type: none"> • GOPEX • SEPC • CPMA 	<ul style="list-style-type: none"> • Apple Marketing • West Mexico Spring Produce
March/April	4/1/2022	3/4/2022	<ul style="list-style-type: none"> • Avocados • Tropicals • Onions • Mangoes • Garlic • Strawberries • Grapefruit • Lettuce • Broccoli 		<ul style="list-style-type: none"> • Viva Fresh • WCPE 	<ul style="list-style-type: none"> • Greenhouse Produce • Spring Fresh from Florida
May/June	6/1/2022	4/29/2022	<ul style="list-style-type: none"> • Blueberries • Kiwifruit • Cherries • Pineapples • Watermelon • Summer Citrus • Specialties • Carrots • Peppers 		<ul style="list-style-type: none"> • PMA Foodservice 	<ul style="list-style-type: none"> • Avocado Marketing • Organic Produce • Onion Marketing
July/Aug	8/1/2022	7/2/2021	<ul style="list-style-type: none"> • Avocados • Lemons • Papayas • Packaged Produce • Apples • Melons 		<ul style="list-style-type: none"> • Southern Innovations • NEPC 	<ul style="list-style-type: none"> • Berries Marketing • California Grapes
Sept/Oct	10/1/2022	8/26/2022	<ul style="list-style-type: none"> • Potatoes • Cranberries • Grapes • Pears • Pumpkins • Oranges • Mandarins • Peppers 		<ul style="list-style-type: none"> • PMA 	<ul style="list-style-type: none"> • Fall Fresh from Florida • Apple Marketing
Nov/Dec	12/1/2022	10/26/2022	<ul style="list-style-type: none"> • Avocados • Garlic • Tomatoes • Chilean Produce • Sweet Potatoes • Brussels Sprouts • Leafy Greens 			<ul style="list-style-type: none"> • Imported Produce • Citrus Marketing • Mushroom Marketing



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ProduceMarketGuide.com Membership Plans:

Find the right membership plan for your business!

Speak with a Produce Market Guide Representative today!

Basic Package

\$125/mo

(Billed monthly, cancel at anytime)

Choose Basic

Professional Package

\$1,500/yr

(A \$2,750 value at only \$125 per month)

Choose Professional

Retailers get this package for FREE

Expert Package

\$3,000/yr

(A \$5,000 value at only \$250 per month)

Choose Expert

Expert Plus Package

\$5,000/yr

(A \$10,500 value)

Choose Expert Plus

Best Value

MEMBERSHIP COMPONENTS

Claim Your Company Manage your company profile. Add contacts, website, social media, produce etc.		✓	✓	✓
View Industry Contacts Get access to employee names, titles, email and phone #s.	✓ 50 views per month	✓ Unlimited	✓ Unlimited	✓ Unlimited
User Seats for your Company Number of users who can access company contacts and snapshot reports.		3 seats	5 seats	5 seats
Snapshot Reports Download company reports detailing payment policy, industry pay practice, company size and revenue.	5 per seat	25 per seat	Unlimited	Unlimited

INCLUDED MARKETING

Search Result Position Prominently display your company listing on search result pages.		Page 2-4 Advanced Search	First Page! Advanced Search + Produce pages	First Page! Advanced Search + Produce pages
Daily Newsflash Ad 300X250 placement in Produce Market Guide's daily email newsletter.			5 days	5 days
Digital Display Ad on PMG 300X250 banner ad on ProduceMarketGuide.com		5,000 Impressions	10,000 Impressions	10,000 Impressions
PMG Guide Book Listings Advertise your company in our annual Produce Market Guide book. Ask us about Premium Listing optional.		Basic listing	Basic listing	Enhanced Gold Listing (5 Contacts & Logo)
Half Page Print Ad Must be in upcoming PMG Magazine				Print Advertising
Digital Sticky Ad - 728 x 90 Commodity Index Page for 2 consecutive months				Sticky Ad - Commodity Index Page

BONUS PRINTED MATERIAL

The Packer Subscription A complimentary subscription to the produce industry's news leader.		✓	✓	✓
PMG Printed Guide Receive a print version of our annual Produce Market Guide directory.		✓	✓	✓

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pmg