

# GROCCER

CALIFORNIA

CALIFORNIA GROCERS ASSOCIATION

MEDIA GUIDE



CALIFORNIA IS  
**NO. 1** IN TOTAL NUMBER  
OF SUPERMARKETS.

## 2015 MEDIA GUIDE & EDITORIAL CALENDAR

**74%** OF SUBSCRIBERS REGULARLY  
READ CALIFORNIA GROCER.\*

\*Whorton Marketing & Research

IN ALL, NEARLY  
**90%** OF GROCERY RETAILERS  
RECEIVE CALIFORNIA GROCER  
REPRESENTING 6,000 STORES.



ONLY CHOICE SINCE

# CALIFORNIA IS THE NUMBER 1 GROCERY MARKET IN THE UNITED STATES.

*California Grocer* delivers unrivaled access to California's grocery retail industry. As the official *California Grocers Association* publication, *California Grocer* is mailed to all CGA member companies. That means your advertisement is read by the key grocery decision-makers in the country's most lucrative market.

## HERE'S WHY YOU SHOULD ADVERTISE:

### 1 CIRCULATION

*California Grocer* readership includes key retail executives (CEOs, senior level management, buyers) **at all California supermarket chains with 11 or more stores. That represents more than 80% of the stores operating in California.**

Readers also include independent grocers, convenience store operators and the state's major grocery wholesalers.

### 2 CONTENT

As the country's most regulated state, CGA members turn to *California Grocer* for up-to-date legislative and regulatory information impacting their bottom line at both the state and local levels. Plus, CGA's government relations team provides valuable "inside the Capitol" insight and analysis, tailored specifically to the grocery industry.

Each issue of *California Grocer* tackles the issues our readers want. Top national industry experts and writers provide insight on key grocery topics, industry trends, profiles and new innovations.

### 3 CALIFORNIA CLOUT

It's said that as California goes, so goes the rest of the country. **The Golden State is home to 12% of the nation's population and nearly 12% of the nation's total supermarket sales.**

### 4 IT ALL ADDS UP

**This all adds up to clout you can't get in one state anywhere else in the country. The largest state grocery market, plus unparalleled access to California's grocery retail industry, creates the perfect publication to place your advertising.**

Launching a new product, service, shelf item, or equipment? Updating an existing product line? California is THE market you want to penetrate, and there is no better way to reach these key executive decision-makers than *California Grocer*.

**EXPANDED CIRCULATION:**  
CALIFORNIA GROCER TO EAST COAST  
WITH ONLINE MAGAZINE FOR NEW  
JERSEY FOOD COUNCIL.



**2014 MERGER WITH CALIFORNIA  
INDEPENDENT GROCERS ASSOCIATION  
ADDED NEW INDEPENDENT RETAILER  
AND SUPPLIERS MEMBERS.**

**THE NUMBERS SPEAK  
FOR THEMSELVES:**

**California is No. 1 in supermarket sales nationwide.** Nearly one-third more than No. 2 ranked Texas.

**California is No. 1 in total number of supermarkets.**

**Los Angeles and San Francisco are ranked No. 1 and 4 in supermarket sales by market,** and supermarkets per market.

**If California were a country, it would rank as the 8th largest economy in the world.**

**California represents 38 million people** — a big share of the consumer buying power.

**Eight of the nation's 50 most populous cities are in California.**



# 2015 EDITORIAL CALENDAR

**ISSUE 1** **Features:** The Future of Independents, Exploring the New Generation of Convenience Stores, New Store Formats  
**Category Topics:** Hispanic Marketing Trends  
**Bonus Distribution:** National Grocers Association Convention

**ISSUE 2** **Features:** The Downside of Social Media, Tackling the Center Store, Multimedia Marketing  
**Category Topics:** Dairy/Deli/Bakery  
**Bonus Distribution:** Food Marketing Institute Conference, Western Association of Food Chains Convention, Dairy-Deli-Bake 2015

**ISSUE 3** **Features:** CGA Annual Buyers' Guide – The most comprehensive listing of California retailers with CGA supplier members available. *California Grocers Association Mid-Year Review*

**ISSUE 4** **Features:** Disaster Preparedness, Real Estate Experts talk Supermarket Locations, CGA Educational Foundation Hall of Achievement inductees, CGA Educational Foundation Scholarship recipients  
**Category topics:** Snack Foods

**ISSUE 5** **Features:** CGA Strategic Conference Speaker Presentations, New Age Loyalty Marketing, Next Big Food Trend  
**Category Topics:** Meat, Poultry, Pork  
**Bonus Distribution:** CGA Strategic Conference, Produce Marketing Association Convention

**ISSUE 6** **Features:** Future Consumers, The State of Organics, Controlling Food Waste  
**Category Topics:** Beverages  
**Bonus Distribution:** CGA Board of Directors Meeting

**Features in Every Issue:** Washington Report, Kevin Coupe's Viewpoint, Capitol Insider, Know the Law, Wealth Management, Member Profiles, Produce, Technology Highway, Interviews with Industry Leaders



**TO RESERVE ADVERTISING SPACE, CONTACT:**

**Tony Ortega**  
 Manager, Sales & Marketing  
 1215 K Street, Suite 700  
 Sacramento, CA 95814-3946  
 T: 916.448.3545  
 F: 916.448.2793  
 E: [tortega@cagrocers.com](mailto:tortega@cagrocers.com)  
[www.cagrocers.com](http://www.cagrocers.com)

# CALIFORNIA GROCERS ASSOCIATION ONLINE ADVERTISING

## WEBSITE ADVERTISING

CGA is launching a new and improved website in the fourth quarter of 2014. Advertising on CGA's website will increase your visibility and allow readers to access your products and services.

**65%** OF MEMBERS VISIT CGA WEBSITE PER MONTH.\*

\*Whorton Marketing & Research

“Advertising in *California Grocer*, CGA's website and Checkout is a great way for us to promote our brand to the key decision-makers in the California grocery industry.”

**Raul Aguilar**  
Senior Key Account Manager  
Anheuser-Busch InBev

READING CHECKOUT IS THE  
**3RD** HIGHEST FORM OF INVOLVEMENT  
FROM OUR CGA MEMBERSHIP.\*

\*Whorton Marketing & Research

## E-NEWSLETTER ADVERTISING

Checkout is CGA's weekly email newsletter that delivers the freshest news and latest state and local government relations information.

“California Grocers Association creates the essential communication tools to place your message. CGA allows you access to California's key executive decision makers through advertising in *California Grocer* magazine, online opportunities such as CGA's new and improved website and weekly E-Newsletter known as Checkout.”

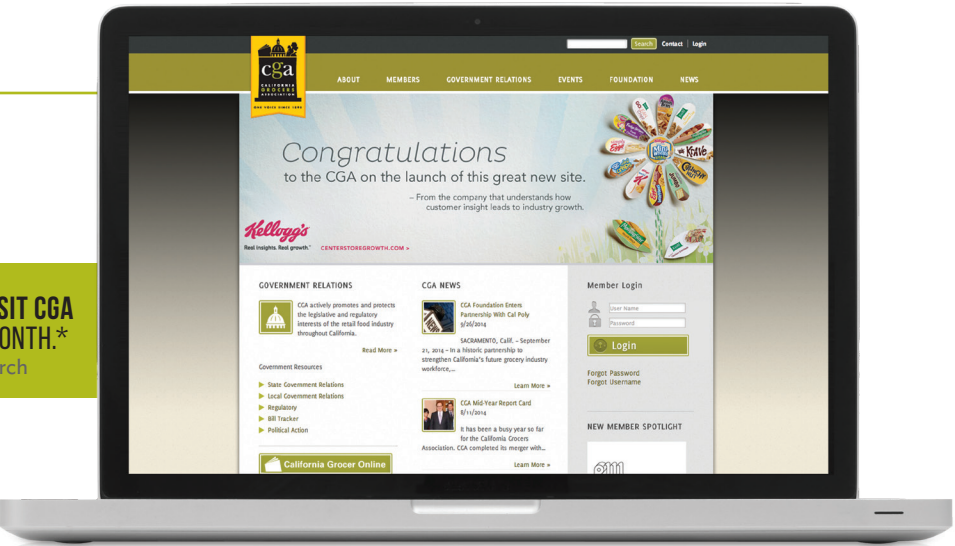
**Kevin Davis**  
President/CEO  
Bristol Farms

# CALIFORNIA GROCER VIRTUAL EDITION

Now *California Grocer* is online!

As a value-add, your advertisement is included in the *California Grocer* Virtual Edition (VE). Now your ad gets the one-two punch of print and electronic, at no extra cost.

The virtual edition allows CGA members to “pass-along” each issue to associates throughout their company. Ads can be updated throughout the issue's two-month cycle at no cost.



### EMBRACING THE LOCAL FOOD MOVEMENT

**LOCAL FOOD, ONCE THOUGHT OF AS A PASSING FAD, IS FIRMLY ENTRENCHED IN THE MAINSTREAM.**

In July, the U.S. Department of Agriculture announced its 2014 Farmer's Market Directory, a nearly 60 percent increase from just five years ago.

Leading the nation in California with 74 registered markets, nearly 10 percent of the national total, followed closely by New York with 68. (See Figure 1.) California and New York are also home to many of the local organic and fresh food startups looking to disrupt the traditional retail grocery business—companies like Good Eggs in San Francisco and Blue Apron in New York City. Amazon Fresh, while not a pure local food player, is part of a rising tide of startups betting that consumer demand will drive the penetration of local, fresh, and convenient food beyond the neighborhood farmer's market. They are right.

Over the last two years, A.T. Kearney has polled more than 2,000 Americans to uncover their purchasing habits, channel preferences and willingness to pay for local and fresh food—and in fact, these startups are focusing on the right markets. The west coast and northeast buy a larger share of local food and are

willing to pay more for it. These consumers are also pushing to leverage a lingering consumer perception that big box and national retailers are not as capable to provide high quality, affordable local and fresh food. (See Figure 2.)

Despite these challenges, California retail grocers have considerable advantages that, with a few strategic investments, can be leveraged to win the battle for share of stomach relative to fresh and local. Nearly 97 percent of Americans typically shop for groceries at traditional retail channels (big box, supermarkets, and specialty retailers). Only 3 percent of consumers surveyed shop at farmer's markets for their primary grocery purchases. Online disruptions have had a growing, but negligible impact thus far. Moreover, the No. 1 mass shoppers are not buying more local food as a result of availability (only 10% of survey respondents). Given the existing scale of

Continued on p. 60A

**Figure 1. USDA National and State Level Count of Farmer's Market Listings**

| Year | National Count of Listings | Top 10 State Level Listings  |
|------|----------------------------|--|
| 2009 | 1,128                      | CA: 267, NY: 108, HI: 88, OR: 78, WA: 68, VT: 68, ME: 68, NH: 68, MA: 68, IL: 68, MO: 68 |
| 2010 | 1,428                      | CA: 267, NY: 108, HI: 88, OR: 78, WA: 68, VT: 68, ME: 68, NH: 68, MA: 68, IL: 68, MO: 68 |
| 2011 | 1,728                      | CA: 267, NY: 108, HI: 88, OR: 78, WA: 68, VT: 68, ME: 68, NH: 68, MA: 68, IL: 68, MO: 68 |
| 2012 | 2,028                      | CA: 267, NY: 108, HI: 88, OR: 78, WA: 68, VT: 68, ME: 68, NH: 68, MA: 68, IL: 68, MO: 68 |
| 2013 | 2,328                      | CA: 267, NY: 108, HI: 88, OR: 78, WA: 68, VT: 68, ME: 68, NH: 68, MA: 68, IL: 68, MO: 68 |
| 2014 | 2,628                      | CA: 267, NY: 108, HI: 88, OR: 78, WA: 68, VT: 68, ME: 68, NH: 68, MA: 68, IL: 68, MO: 68 |

Source: USDA National Count of Farmer's Market Listings  
California leads the nation with over 250 Farmer's Markets, almost 10% of the National Total

# CALIFORNIA GROCER 2015 RATE CARD

**Effective January 1, 2015**

## Color

1/color + black = \$300 + bw rate  
 2/color + black = \$600 + bw rate  
 4/color = \$900 + bw rate

## Six Time Rate Color Discount

1/color + black = \$275 + bw rate  
 2/color + black = \$550 + bw rate  
 4/color = \$825 + bw rate

## Preferred Position

20% over regular rate.

## Bleed

No extra charge for bleed.

## Mechanical Requirements

### We accept:

PDF files (four-color process, press quality)  
 EPS files (fonts converted to paths)  
 InDesign files (with support files & fonts)

### When designing an ad, remember:

Photos should be 300dpi minimum at 100%.  
 All color photos should be CMYK, not RGB.  
 Spot colors must be CMYK, not PMS or spot.  
 Pull your bleeds 1/8" (0.125") over trim.

### Ad materials and production information:

Rikki Morehouse  
 CMB Design Partners  
[rikki@cmbdesign.com](mailto:rikki@cmbdesign.com)  
 (916) 605-6500

## ADVERTISING INSERTION SCHEDULE

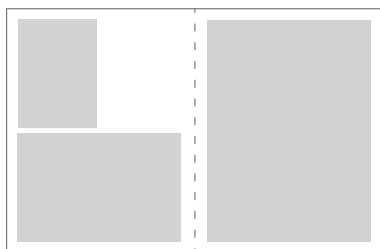
| Issue | Reserve By | Ad Material Due |
|-------|------------|-----------------|
| 1     | Jan. 20    | Jan. 27         |
| 2     | March 17   | March 24        |
| 3     | May 23     | May 30          |
| 4     | July 21    | July 28         |
| 5     | Sept. 2    | Sept. 9         |
| 6     | Nov. 10    | Nov. 17         |

## GENERAL ADVERTISING RATES BLACK & WHITE

|          | 1 Time   | 3 Times  | 6 Times  |
|----------|----------|----------|----------|
| One Page | \$ 1,900 | \$ 1,800 | \$ 1,700 |
| 1/2 Page | \$ 1,150 | \$ 1,100 | \$ 1,000 |
| 1/4 Page | \$ 650   | \$ 600   | \$ 550   |

General advertising rates are net.

## AD SIZES



### Quarter Page

3.5" x 4.875"

### Full Page No Bleed

7.375" x 10"

### Half Page

7.375" x 4.875"

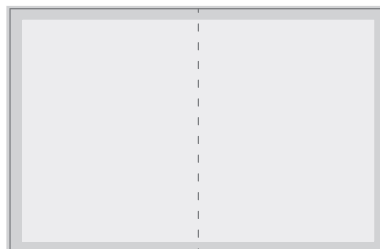


### Full Page Bleed

Bleed: 8.75" x 11.25"

Trim: 8.5" x 11"

Live Area: 7.375" x 10"



### Spread

Bleed: 11.25" x 17.5"

Trim: 11" x 17"

Live Area: 10.5" x 16.5"

Commissions 15% to recognized agencies. "Recognized agency" as used in this Rate Card refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the Publisher under the terms of this Rate Card, furnish and prepay transportation on all printing materials submitted and **process prompt payment**. Terms: 30 days net, no cash discount. After 30 days, no agency commission will be allowed.

### Contract And Copy Regulations

1. Publisher reserves the right to reject any objectionable copy.
2. Publisher reserves the right to identify as "advertisement" advertising copy that is judged as editorial material.
3. Advertiser and/or advertising agency assume full liability for all advertising content which they supply and do indemnify and hold Publisher harmless from any claims that arise therefrom.
4. Advertising material will be held for one year and then discarded unless otherwise noted.

### Circulation Information

*California Grocer* is the official publication of the *California Grocers Association*. It is an award-winning magazine that is mailed to CGA members as part of their membership benefits.

CGA is the largest state food-industry association in the nation and provides a powerful voice for nearly 6,500 retailers, wholesalers, manufacturers, brokers and suppliers.

*California Grocer* is distributed to all supermarket chains doing business in California, and the majority of independents, convenience store operators and supplier members. In addition, *California Grocer* is distributed at major trade shows nationwide, including: CGA Strategic Conference, NGA Convention, Food Marketing Institute, PMA Conference, Dairy Deli Bake 2015 and WAFC Convention.

### To reserve advertising space, contact:

#### Tony Ortega

Sales & Marketing Manager  
 California Grocers Association  
 1215 K Street, Suite 700,  
 Sacramento, CA 95814  
 P: 916.448.3545  
 F: 916.448.2793  
[tortega@cagrocers.com](mailto:tortega@cagrocers.com)  
[www.cagrocers.com](http://www.cagrocers.com)