

# California Grocer

CALIFORNIA GROCERS ASSOCIATION

CALIFORNIA IS NO. 1  
MARKET IN U.S.  
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## 2018 MEDIA GUIDE & EDITORIAL CALENDAR



# REACH A \$72 BILLION DOLLAR MARKET

Want to reach the booming California grocery market? The media vehicles of the California Grocers Association – bimonthly print editions of *California Grocer*, the website [cagrocers.com](http://cagrocers.com) and Checkout, CGA's weekly e-newsletter – provide unparalleled access to the number-one grocery market in the United States.

California's grocery industry professionals rely on CGA to provide invaluable updates and legislative news. Through CGA's publications, you can get your message in front of every C-Suite executive and every grocery department buyer and re-buyer in the state.

Advertising in California Grocers Association's award-winning publications offers you incomparable reach into California's \$72 billion market.

## HERE'S WHY YOU SHOULD ADVERTISE:

### 1 CALIFORNIA CLOUT

If you're looking to reach the decision makers in the California grocery market, CGA does it. With *California Grocer* you will reach a well-qualified audience of key category buyers at all major grocery chains, regional supermarkets and independent operators, c-suite executives (CEO's and senior level management), convenience store owners and the state's major grocery wholesalers.

### 2 NATIONAL EXPOSURE

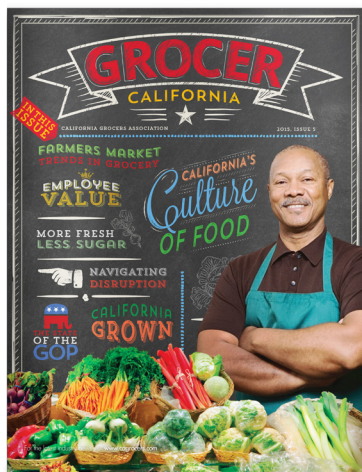
In addition to blanketing the California market, the California Grocers Association also produces *New Jersey Grocer* and *Alabama Grocer*. When you advertise in *California Grocer*, your advertisement can be included in these regional publications as well. This doesn't only get you in front of buyers in these two states, but reaches decision-makers at regional chains. Your message will be seen throughout the greater New York, New Jersey and Pennsylvania markets, as well as the Deep South. This bonus distribution comes at no additional cost.

### 3 VITAL INFORMATION

Being part of the country's most regulated state, CGA members turn to *California Grocer* for up-to-date legislative and regulatory information at both the state and local levels that impacts their bottom line. Plus, CGA's government relations team provides valuable "inside the Capitol" insight and analysis, tailored specifically to the grocery industry. *California Grocer* is the only place that CGA members can access this vital information – ensuring a dedicated readership.

### 4 IT ALL ADDS UP

CGA's publications give you unparalleled exposure that you can't get anywhere else in the country. The largest state grocery market, unparalleled access to California's grocery retail industry and bonus regional distribution throughout the country make CGA media vehicles the clear choice to reach this powerful market.



## THE NUMBERS SPEAK FOR THEMSELVES:

**90% of California grocery retailers receive *California Grocer*.**

**California is No. 1 in supermarket sales nationwide.**

**California's grocery industry is a \$72 billion market**

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

**California represents 39 million customers** a big share of the consumer buying power.

**National coverage at a fraction of the cost.**

Advertise in *California Grocer* and your ad will also appear in the digital magazines of the *New Jersey Grocer*, *Alabama Grocer*.



# 2018 EDITORIAL CALENDAR

ISSUE 1	<b>Features:</b>	Interview: Michael Klein, Adobe Systems; Nielsen Report: Merging Tables & Aisles; Willard Bishop Group: Personalization and digital
	<b>Category Topics:</b>	Loss Prevention, Recycling
	<b>Bonus Distribution:</b>	National Grocers Association Convention
ISSUE 2	<b>Features:</b>	CGA President Ron Fong 10th Anniversary, Emergency Management, Incoming Illuminator Headlite Profile
	<b>Category Topics:</b>	E-Commerce
	<b>Bonus Distribution:</b>	Western Association of Food Chains Convention
ISSUE 3	<b>Features:</b>	CGA 120th Anniversary! CGA celebrates 120 years of serving the California grocery industry. Focus: Loss Prevention
	<b>Category Topics:</b>	Loss Prevention, Safety, Risk Management; Energy
BUYERS GUIDE	<b>Features:</b>	Annual CGA Buyers' Guide. The most comprehensive listing of the California grocery industry.
	<b>Category Topics:</b>	Northern and Southern Retailer Calling Lists; Out of State Calling List, Wholesaler Directory, Suppliers by Product Category, Supplier Calling List
ISSUE 4	<b>Features:</b>	CGA Strategic Conference Preview; CGA Educational Foundation Scholarship recipients
	<b>Category Topics:</b>	Natural Foods/Gluten-Free, Sustainability
ISSUE 5	<b>Features:</b>	Select articles from CGA Strategic Conference presenters
	<b>Category Topics:</b>	Private Label
	<b>Bonus Distribution:</b>	CGA Strategic Conference, Produce Marketing Conference
ISSUE 6	<b>Features:</b>	Select articles from CGA Strategic Conference presenters; 2019 CGA Chairman profile
	<b>Category Topics:</b>	Produce
	<b>Bonus Distribution:</b>	CGA Annual Meeting, CGA Independent Operators Symposium
<b>Featured In Every Issue:</b>		State, Federal, Local Legislative/Regulatory Updates, Kevin Coupe's Viewpoint, Know the Law, CGA Member Profile



## CGA Buyers' Guide

California's most comprehensive listing of grocery buyers is your key to reaching thousands of grocery executives and buyers. Listings include company, address, telephone, fax, website, e-mail, number of stores, key executives and buyers.

**Publication Date: July**

**TO RESERVE ADVERTISING SPACE,  
CONTACT:**

### Corey Gerhard

California Grocers Association  
1215 K Street, Suite 700  
Sacramento, CA 95814-3946

T: 530.665.8055

F: 916.448.2793

E: [cgerhard@cagrocers.com](mailto:cgerhard@cagrocers.com)

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

# CALIFORNIA GROCERS ASSOCIATION DIGITAL ADVERTISING

## WEBSITE ADVERTISING

CGA's website is the one-stop shop for Association information. Website advertising increases your visibility and allows readers to easily access your products and services.

**65% OF MEMBERS VISIT CGA WEBSITE PER MONTH.\***  
\*Whorton Marketing & Research

## E-NEWSLETTER ADVERTISING

Each week CGA members receive the latest California-based industry information, including important legislative and regulatory updates, via *Checkout* – CGA's electronic newsletter.

“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.”

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

**Raul Aguilar**  
Senior Director, Retail Sales  
Anheuser-Busch InBev



“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**  
Chief Executive Officer  
Bristol Farms

## Electronic Banner Advertising Pricing & Specifications

### Website Advertisement Specifications

554 x 100 pixels

### Checkout Weekly E-Newsletter Advertisement Specifications

Desktop Version: 630 x 90 pixels

Mobile Version: 280 pixels x 90 pixels

### Bonus Advertising on CGA Website

Gain greater exposure to key industry executives by advertising on Checkout "jump pages" to [www.cagrocers.com](http://www.cagrocers.com). For details, contact Dave Heylen at (916) 448-3545.

### WEBSITE AD RATES

2 Months	6 Months	12 Months
\$2,500	\$5,000	\$8,000

### CHECKOUT WEEKLY E-NEWSLETTER AD RATES

2 Months	6 Months	12 Months
\$2,500	\$5,000	\$8,000

### CHECKOUT JUMP PAGE TO CAGROCERS.COM

2 Months	6 Months	12 Months
\$1,800	\$4,000	\$6,400

# CALIFORNIA GROCER 2018 RATE CARD

Effective October 15, 2017

## ADVERTISING INSERTION SCHEDULE

Issue	Reserve By	Ad Material Due
1	Jan. 1	Jan. 10
2	March 1	March 20
3	May 1	May 10
4	July 1	July 10
5	Sept. 2	Sept. 9
6	Nov. 1	Nov. 10

## BUYERS GUIDE INSERTION SCHEDULE

Reserve Date: May 15  
Ad Material Due: June 1  
Publication Date: July 1

### Preferred Position

20% over regular rate.

### Bleed

No charge.

### Black & White

10% discount

## GENERAL ADVERTISING RATES

	1 Time	3 Times	6 Times
One Page	\$ 2,880	\$ 2,680	\$ 2,400
1/2 Page	\$ 2,150	\$ 2,000	\$ 1,800
1/4 Page	\$ 1,600	\$ 1,500	\$ 1,450

General advertising rates are net.

## ROLLOUT ADVERTORIAL

1/4 Page \$2,000

(Includes Web Channel)

## 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 300 dpi 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:

Brad Maur  
CMB Design Partners  
[brad@cmbdesign.com](mailto:brad@cmbdesign.com)

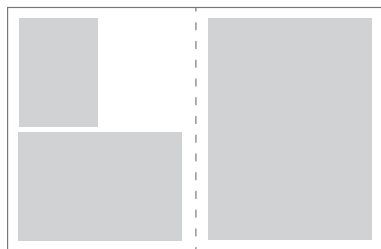
Commissions 15% to recognized agencies. "Recognized agency" as used in this Rate Card refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the Publisher under the terms of this Rate Card, furnish and prepay transportation 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 notified.

California Grocers Association  
1215 K Street, Suite 700  
Sacramento, CA 95814  
P: 916.448.3545  
F: 916.448.2793  
[www.cagrocers.com](http://www.cagrocers.com)

## AD SIZES



### Quarter Page

3.5" x 4.875"

### Full Page

No Bleed  
7.375" x 10"

### Half Page

7.375" x 4.875"

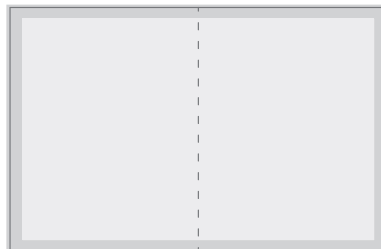


### Full Page Bleed

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"