

Growing for Market Display Advertising - 2018

The best way to advertise your product or service to local food producers

Growing for Market, published since 1992, is the only national publication serving the direct-market farmers who are at the center of the local food and organic movements. GFM subscribers are farmers who sell produce, plants, cut flowers, meat, eggs, cheese, and value-added products at farmers markets and roadside stands; to restaurants, florists, and natural foods stores; and through Community Supported Agriculture programs. GFM readers are professional growers who purchase a wide variety of products for production and marketing. Most of them identify themselves as organic or sustainable. They are well-educated and innovative.

If you sell a product that would appeal to sophisticated, quality-oriented local growers, you'll find GFM to be a perfect match. Most of our current advertisers run in every issue and many have been advertising for more than 10 years nonstop. Here's why:

"Advertising in Growing for Market is the surest way to reach the serious market growers of the United States. It is widely read and highly respected by the organic and small farm community. I would guess that a majority of subscribers read virtually every word of almost every issue, ads included. I don't know of a farm publication with higher credibility or greater reader loyalty. Our ads pay for themselves many times over." — Jim Gerritsen, Wood Prairie Farm, advertiser since 1994

"Growing for Market has been the best money I have spent in the 18 years that I have been manufacturing and selling wheel hoes. No other venue has even come close to the response rate I get from growers, particularly organic growers." — David Grau, Valley Oak Wheel Hoe, advertiser since 1996

"Our Growing for Market ads have consistently out-performed any other ads we place. Our ad pays for itself, month after month. It is an advertiser's dream: a targeted audience that follows through on inquiries with a purchase." — Stu McCarty, Growers Discount Labels, advertiser since 1999

FREQUENCY: 10 issues per year (every month except July and November).

PRINT AND ONLINE SUBSCRIPTIONS: 5000

SINGLE COPY/BACK ISSUES: 400

TOTAL PAID CIRCULATION: 5000

TOTAL AUDIENCE: 15,000

Call or email Andrew today to reserve your ad space! Phone 800-307-8949; email admin@growingformarket.com.

Print advertisers get a FREE listing on the Suppliers page of growingformarket.com.

GFM readers buy:

- Seeds and plants
- Greenhouses and supplies
- Machinery and tools
- Fertilizers and soil amendments
- Organic pest controls
- Deer fencing and animal repellents
- Irrigation, row covers and mulch
- Harvesting equipment and supplies
- Refrigeration
- Floral supplies
- Market tents and banners
- Scales, cash registers, credit card terminals
- Baskets, crates, signs, labels
- Software and books
- And much more.

GFM readers grow and sell:

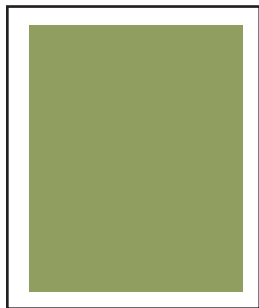
- Vegetables
- Herbs
- Berries
- Fruit
- Cut flowers
- Dried flowers
- Bedding plants
- Nursery crops
- Eggs
- Meat
- Jams, jellies, and other prepared foods
- Baked goods

www.growingformarket.com
800-307-8949

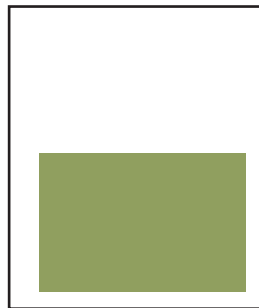


Growing for Market Display Advertising 2018 rates (per insertion)				
	10x	6x	4x	1x
Full page	\$600	\$630	\$685	\$735
1/2 page	\$300	\$315	\$345	\$375
1/3 page	\$200	\$220	\$235	\$260
1/4 page	\$150	\$165	\$185	\$200
1/6 page	\$100	\$115	\$125	\$130

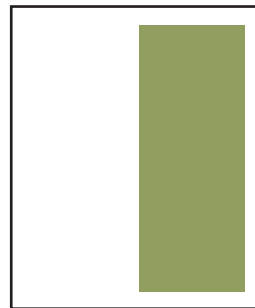
Display ad dimensions



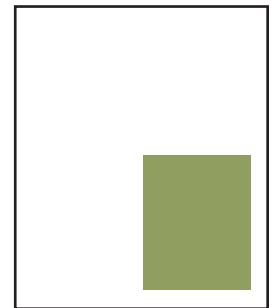
Full page
7.25" x 9.75"



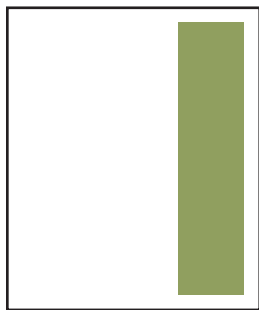
1/2 page horizontal
7.25" x 4.75"



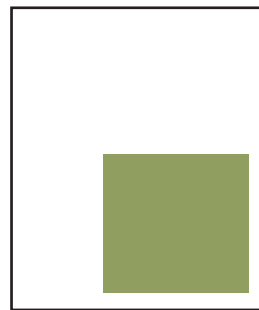
1/2 page vertical
3.5" x 9.75"



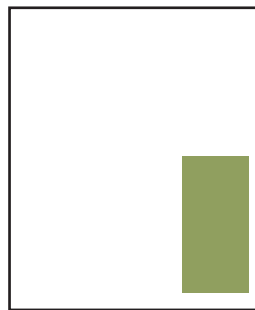
1/4 page
3.5" x 4.75"



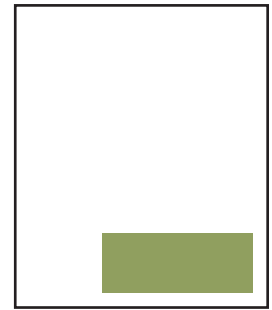
1/3 page vertical
2.25" x 9.75"



1/3 page square
4.75" x 4.75"



1/6 page vertical
2.25" x 4.75"



1/6 page horizontal
4.75" x 2.25"

Prepayment bonus: Take 10% off when prepaying for four insertions in advance of publication.

Billing: Established advertisers will be invoiced upon publication. Prepayment may be requested of first-time advertisers.

Deadlines: Ads must be booked by the first of the month for the following month's issue. Art must be received by the 10th of the month.

Images: Please email your advertisement as a PDF or as a 300 dpi-CMYK TIFF.

Growing for Market
PO Box 75
Skowhegan, Maine 04976

Email: admin@growingformarket.com
Web: www.growingformarket.com
800-307-8949

Growing for Market
Display Ad Insertion Order

Today's date:

Advertiser name and address:

Advertiser phone, fax, and email:

Agency name and address (if applicable):

Agency phone and email:

Who gets the invoice and tear sheet?

Which issues do you want to run in?

Ad size:

Rate:

Prepayment discount?

(Take 10% off total when you prepay for four months or more.)

Position preferences:

(We'll do what we can!)

Other special considerations?

Please fax, email, or mail to:

Growing for Market, PO Box 75, Skowhegan, ME 04976

Phone: 800-307-8949

Email: admin@growingformarket.com