

# Vegetables

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

# WEST

*Grower & PCA*

**Official Media Kit**

**2011-2012**

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**Malcolm Media • Ag Publishing**



Vegetables West Advertising Rates Effective: July 1, 2011

## Black & White Rates

Ad Sizes	1X	3X	6X	12X	Non-Bleed
Double Page Spread	\$4,680	\$4,050	\$3,470	\$3,060	15-1/2" X 10"
Full Page	\$2,600	\$2,250	\$1,930	\$1,700	7" X 10"
3/4 Page	\$2,040	\$1,770	\$1,510	\$1,330	7" X 7-1/2"
2/3 Page	\$1,850	\$1,620	\$1,360	\$1,230	4-9/16" X 10" 7" X 6-1/2"
1/2 Page	\$1,430	\$1,240	\$1,060	\$930	7" X 5" 4-9/16" X 7-1/2"
1/3 Page	\$1,020	\$890	\$750	\$660	2-1/8" X 10" 7" X 3-1/4" 4-9/16" X 5"
1/4 Page	\$790	\$680	\$580	\$510	4-9/16" X 3-3/4" 3-3/8" X 5"
1/6 Page	\$560	\$490	\$410	\$360	2-1/8" X 5" 4-9/16" X 2-1/2"
1/8 Page	\$430	\$370	\$320	\$280	2-1/8" X 3-3/4"
Per Column Inch	\$120	\$105	\$90	\$78	2-1/8" X 1"
Insert*	\$7,430	\$6,550	\$5,575	\$4,920	Saddle Stitch, 1 to 4 pages Glue-in add 10%

### Color Rates

4-Color	\$1,000
Black + 2-Colors	\$700
Black + 1-Color	\$400
Matched Color	\$450

Above color rates are for each page or any fraction thereof.

### Frequency Discounts

Frequency may be combined with advertising in *American Vineyard*, *California Dairy*, and *Pacific Nut Producer* during a 12-month period. No overlap allowed.

### \*Inserts

Insert rates may vary with paper weight and number of pages. Poly-bagging is also available. Specifications, pricing and other info available upon request. No cancellations.

Advance Payment in Full Required on All Inserts

### Closing Dates

Closing is the 5th of the month preceding the current issue. No cancellations after closing. Materials are due the 10th of the month preceding the current issue. Advertisers will be charged the full cost of advertising cancelled after closing.

### Classified / Market Place Rates

	B&W	Color
1/3 Page (2-1/8" X 10" or 4-9/16" X 5" or 7" X 3-1/4")	\$400	\$870
1/4 Page (4-9/16" X 3-3/4" or 7" X 2-1/2")	\$290	\$660
1/6 Page (2-1/8" X 5" or 4-9/16" X 2-1/2")	\$220	\$480
1/8 Page (2-1/8" X 3-3/4" or 4-9/16" X 1-7/8")	\$170	\$360
1/16 Page (2-1/8" X 1-7/8" or 4-9/16" X 15/16")	\$100	\$220
1 Column Inch (2-1/8" X 1")	\$55	\$120
Per-Word (Classified)	\$1	N/A

**(\$25.00 Minimum)**

Classified/Market Place ads are placed together near the back of the magazine in the FOR YOUR INDUSTRY section. Editorial is normally not placed with or adjacent to these ads. Agency commissions are only allowed on display advertising. The above dimensions are the only sizes allowed in the marketplace and are width by height.

### Special Positions

Back Cover	\$500
Inside Front Cover	\$400
Inside Back Cover	\$300
2-Page Center Spread	\$500
Other Position	\$200

Special Position Contracts are Not Cancellable.

# Circulation Information

Breakout of Qualified Circulation  
for *Vegetables West* May 2011 Issue



<i>Category</i>	<i>Total Qualified</i>
<b>Vegetable Growers</b>	<b>4,673</b>
<b>PCAs &amp; Consultants</b>	<b>957</b>
<b>Packer/Processor</b>	<b>23</b>
<b>Educators/Researchers</b>	<b>118</b>
<b>Associations &amp; Commissions</b>	<b>12</b>
<b>Others Allied to the Field</b>	<b>177</b>
<b>Total Qualified Circulation</b>	<b>5,960</b>

## *California Counties*

Alameda	13	Riverside	219
Butte	31	Sacramento	65
Calaveras	6	San Benito	120
Colusa	81	San Bernardino	17
Contra Costa	10	San Diego	40
El Dorado	1	San Francisco	4
Fresno	836	San Joaquin	390
Glenn	45	San Luis Obispo	217
Humboldt	2	San Mateo	7
Imperial	250	Santa Barbara	253
Kern	394	Santa Clara	125
Kings	104	Santa Cruz	252
Lake	2	Shasta	24
Lassen	1	Siskiyou	2
Los Angeles	44	Solano	57
Madera	65	Sonoma	48
Marin	1	Stanislaus	295
Mariposa	1	Sutter	56
Mendocino	16	Tehama	8
Merced	415	Tulare	183
Monterey	424	Tuolumne	2
Napa	5	Ventura	103
Nevada	4	Yolo	184
Orange	35	Yuba	6
Placer	14		

<b>California Total</b>	<b>5,477</b>
<b>Arizona</b>	<b>93</b>
<b>New Mexico</b>	<b>210</b>
<b>Oregon</b>	<b>10</b>
<b>Texas</b>	<b>53</b>
<b>Washington</b>	<b>26</b>
<b>Other States</b>	<b>91</b>
<b>Total Circulation</b>	<b>5,960</b>

Source: BPA Circulation Statement for the 6-Month Period Ended June 2011

# Circulation Demographics

## Breakout of Qualified Circulation for Vegetables West May 2011 Issue (publisher's own data)

Since occupations or vegetable crop types apply to some recipients more than once, some duplication exists.

### Occupation Breakout

Growers	4,673
Pest Control Advisors (PCAs)	1,139
Packers/Processors	367
Researchers	148
Associations	15
Others Allied to the Field	177

### Grower Acreage Breakout

1 - 19 acres	865
20 - 49	557
50 - 99 acres	691
100 - 499 acres	1,450
500 - 999 acres	437
1000 acres or more	673

### Specific Crop Breakout\*



Artichokes	152
Asparagus	201
Beans	1,061
Beets	333
Bell Peppers	356
Bokchoy	150
Broccoli	705
Brussel Sprouts	67
Cabbage	445
Cantaloupe	372
Carrots	414
Cauliflower	431
Celery	311
Chard	52
Collard	35
Corn	1,158
Cucumbers	372
Eggplant	233
Endive	56
Garlic	232
Greens	94
Herbs	177
Kale	80

### Crop Type Breakout\*

Bulb Crops	656
Cole Crops/Leafy Vegetables	1,344
Cucurbits	1,240
Fruiting Vegetables	1,669
Herbs/Spices	232
Legumes/Peas	1,159
Rooting Vegetables	836
Strawberries	459



Leek	52
Lettuce	918
Melons	464
Mushrooms	17
Okra	67
Onions	660
Parsnips	5
Peas	245
Peppers	639
Potatoes	163
Pumpkins	243
Radishes	70
Rape	17
Rutabagas	5
Seed	145
Spinach	226
Squash	519
Strawberries	483
Tomatillos	26
Tomatoes	1,130
Turnips	43
Watermelons	345
Yams	84

\* Some growers produce more than one crop type. When individual crop totals are combined the total exceeds the total grower circulation.

Source: Vegetables West May 2011 Circulation

# Additional Marketing Opportunities



## Grower List Rentals...

*Vegetables West* is well known for having the most complete and up-to-date grower mailing list in the industry.

Direct mail list rental is available for \$200 per thousand, and is only available to frequent advertisers. Partial and full runs are available. A \$600 minimum and advance payment is required.

## Get a Full Month of Exposure with the *Vegetables West* Online Calendar...

The *Vegetables West* Online Calendar highlights industry events and cultural practices. Continuously updated throughout the year, and with direct linking available with your sponsorship, you don't want to miss the full month of exposure you get by sponsoring a month. Sponsorships are available for \$500.

## [www.VegetablesWest.com](http://www.VegetablesWest.com)...

*VegetablesWest.com* is the row crop industry's own domain on the internet. *VegetablesWest.com* links growers to research, organizations, legislators, blogs, degree-day information, discussion forums, weather, subscriptions, trade show information and links to industry events.

# Vegetables WEST.COM

### vegetableswest.com advertising rates

Position	Size	Rotation	Rate
A (Blue)	720 pixels wide X 90 pixels high	3 Ads Max	\$1,250
B (Pink)	375 pixels wide X 60 pixels high	10 Ads Max	\$250
C (Green)	350 pixels wide X 250 pixels high	5 Ads Max	\$375
D (Yellow)	Front Page Video Pre-Roll	5 Ads Max	\$750
News page	Full Page Splash	1 Ads Max	\$1,000
Calendar page	Full Page Splash	1 Ads Max	\$1,000
Links page	Full Page Splash	1 Ads Max	\$1,000

*Many other advertising and sponsorship opportunities are available for negotiation.*

# 2012 Editorial/Advertising Focus Calendar

## January

(closing 12/5, Materials 12/10)  
*Seed Issue (Spring Planting)*  
Cole Crop Emphasis  
Desert Production

## February

(closing 1/5, Materials 1/10)  
Broccoli Emphasis  
Fungus Control  
Farm Show

## March

(closing 2/5, Materials 2/10)  
*Fungus Control Issue*  
Lettuce Emphasis  
Seeds Review

## April

(closing 3/5, Materials 3/10)  
*Disease Control Issue*  
Tomato Emphasis  
Carrot Emphasis

## May

(closing 4/5, Materials 4/10)  
*Insect Control Issue*  
Strawberry Emphasis  
Irrigation  
Fertilization

## June

(closing 5/5, Materials 5/10)  
*Fertilization Issue*  
Melon Emphasis  
Irrigation  
Fungus/Insect Control

## July/Aug

(closing 6/5, Materials 6/10)  
*Seed Issue (Fall Planting)*  
*Harvesting Focus*  
Potato Emphasis  
New Technologies  
Cucurbit Emphasis  
Fungus/Insect Control

## Sept/Oct

(closing 8/5, Materials 8/10)  
*Irrigation Issue*  
Market Trends  
Shipping

## Nov/Dec

(closing 10/5, Materials 10/10)  
*Green House Focus*  
Cole Crops  
Transportation  
Fumigation

Vegetables West  
reaches growers  
and PCAs all year  
long!



The Editorial/Advertising focus calendar reflects recommendations for advertisers based on seasonal trends and in no way binds the editor to select only that editorial which matches the calendar focus. Current events, trends and editor's prerogative always supersedes the Editorial/Advertising focus.

## Vegetable Industry Facts

**Vegetables in the West** represent a \$8.0 billion industry with nearly 1.5 million acres planted in 2010. While the five western states served by *Vegetables West* encompass 47 percent of the total U.S. acres planted, these crops make up 64 percent of the entire national vegetable crop value!

**Arizona** growers harvested 113,000 vegetable acres in 2010 with a crop value of more than \$901 million. Principle crops include lettuce, melons, broccoli, spinach, cauliflower, and onions.

**California** is the national powerhouse of vegetable production. In 2010, total production was on 1.1 million acres, with a value of \$6.2 billion.

The Golden State continues to be the leading fresh market state, accounting for 43 percent of the harvested areas, 49 percent of production, and 48 percent of the national value. Similarly, California leads the nation in processing crops, with 26 percent of the harvested acres, 71 percent of the production and 56 percent of the national value!

Leading crops include tomatoes, romaine and head lettuce, spinach, broccoli, carrots, cauliflower, celery, bell peppers, squash, onions, melons and strawberries.

**New Mexico** growers harvested 15,500 acres of vegetables in 2010 with a value of more than \$127 million. Leading crops include sweet corn, chilies, onions, and carrots.

**Oregon** growers harvested 81,000 acres of vegetables in 2010 with a value of \$154 million. Leading crops include potatoes, green peas, carrots, onions and asparagus.

**Washington** growers harvested 153,000 acres of vegetables in 2010 with a crop value of \$638 million. Leading crops include potatoes, green peas, carrots, onions, and asparagus.

*Vegetables West* reaches the dedicated growers and professional pest control advisors (PCAs) who grow and protect these high-value crops, which are enjoyed by consumers throughout the world. No other publication comes close!

Source: State Departments of Food & Agriculture

## Vegetables West Editorial Team

### Dan Malcolm Publisher



Founder of Malcolm Media, Dan grew up in California agriculture on the family farming operation. He also worked closely with his father in the manufacture of irrigation products. Dan is the winner of the 2001 NAMA "Best of the West" Persuasive Writing Award.

### Patrick Cavanaugh Editor



Patrick has a BS in Agricultural Production from the University of Florida. Before becoming one of the West's most widely read agricultural editors, Patrick managed a major Arizona Farming operation.

He is the winner of many awards including: "Best of the West" 2002 NAMA Persuasive Writing Award;

First Place 2006 Fresno County Farm Bureau Farm Trade Magazine Award;  
First Place 2009 Fresno County Farm Bureau Farm Trade Magazine Award.

### Darl Larsen Associate Editor



Darl received a Ph.D. in English from Northern Illinois University. He has extensive experience in writing and publishing, along with many years working in the field of geology.

### Matthew Malcolm Associate Editor



Matthew operates "Front Yard Farms," producing and selling locally grown vegetables. He is currently on sabbatical.

## Production Requirements...

- *Vegetables West* is printed on a high quality sheet fed offset press.
- *Vegetables West* prefers electronic files (submitted via CD or e-mail) and should be supplied in **PDF/X1a** (press ready) or **EPS format**, with all fonts converted to outlines and any linked images embedded with CMYK colors. Submitting RGB ads can have unintended consequences. These requirements exist due to the unpredictable nature of the RGB color format when printed with CMYK colors. If the ad does not meet these requirements, we can not be held responsible for color shifts or other outcomes not intended by the creator of the advertising.
- **Other formats accepted pending approval of the production department.** No Quark files please. Files must be accompanied with a matchprint color proof. **If these requirements cannot be met, please contact the production department to discuss options**, such as Malcolm Media producing the ad for you.
- If the ad is not supplied in time to make the production deadline, Malcolm Media reserves the right to use the latest version we have on file and invoice the client for the contracted ads.
- We do not make changes to any ad as supplied from the agency or advertiser, as it might have an unintended outcome that we would be responsible for. Ads will be run **As Received** unless changes are requested.

## Copy Regulations...

- We reserve the right to refuse advertising if copy or artwork is not in keeping with publisher's standards.
- Advertisers and agencies assume liability for all content of advertisements printed and assume responsibility for any claims arising therefrom made against the publisher.
- Advertising simulating editorial is subject to approval and will be marked "advertisement."

# Mechanical Requirements

## Contracts & Commissions...

- A standard 15% commission is paid to all recognized agencies on display space, providing all material is supplied camera-ready. No commissions are allowed on accounts outstanding longer than 60 days. All advertising contracts are subject to rate card provisions. A 1.5% late fee will be added to all past due accounts. No cancellations after closing date.
- There is no camera ready discount available to non-agency placed advertising.
- Advertising cancelled after closing will be invoiced at the full rate whether the advertising runs or not.

## Rate Protection Policy...

- Publisher reserves the right, on notice, to revise rates on all advertising and contracts, because of production costs beyond control.

## Short Rate & Rebate...

- Short rate billings apply to advertisers who do not use the amount of space on which billings were based. Rebates are issued if additional space used warrants a lower rate.

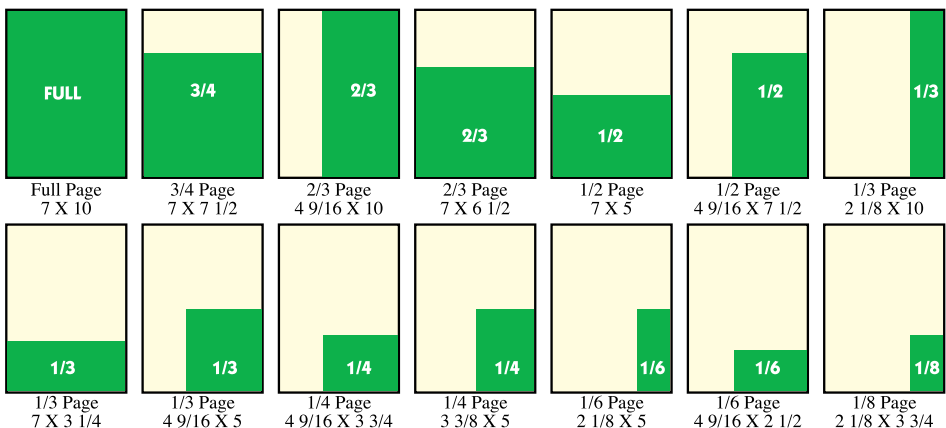
## Shipping Instructions...

Send all advertising and materials to:  
**Malcolm Media • Ag Publishing**  
 PO Box 626 • Clovis, CA 93613-0626

**559-298-6020 • fax 559-323-6016**

- Send Electronic e-mail submissions simultaneously to both of the following addresses:

**MalcolmMed@aol.com** and  
**production@malcolmmedia.com**



# Vegetables WEST

Grower & PCA



- Vegetables West •
- vegetableswest.com •

Trusted & Essential information for vegetable growers since 1996.

*Print and web, delivering your message to the row crop industry.*

Malcolm Media's Vertical Solutions for reaching your target audience



California's #1 Grape Industry Publication



California's #1 Dairy Magazine



The #1 Western Nut Industry Publication



Vegetables West has an exclusive relationship with the California Ag Network. Powered by Malcolm Media's agricultural publications and Peak Broadcasting's KMJ580, [www.californiaagnet.com](http://www.californiaagnet.com) is the hub of agricultural information that

California farmers have been waiting for. Farmers and ranchers have access to daily agricultural news, discussion forums, video feeds, podcasts and more, all at the click of a mouse.

Sponsorship and direct linking opportunities are available to advertisers. Call for a quote.



**Malcolm Media • Ag Publishing**

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