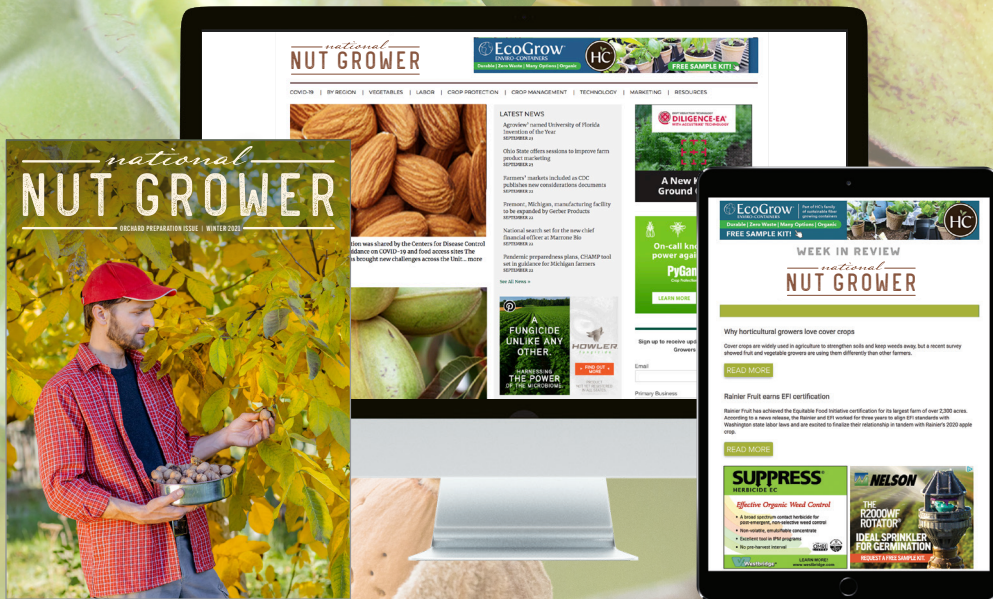


# national NUT GROWER



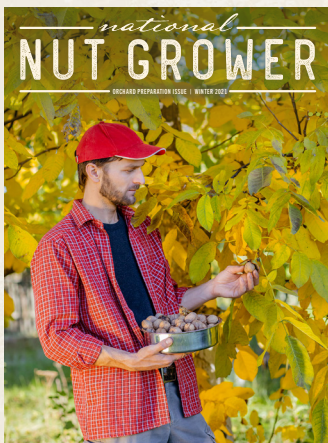
• 2021 MEDIA KIT •



# NATIONAL NUT GROWER

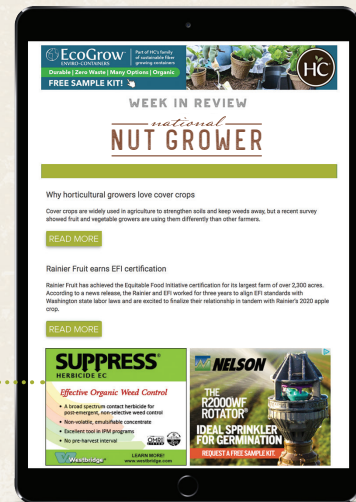
National Nut Grower is a new multimedia platform by award-winning publishing company Great American Media Services – publisher of Fruit Growers News, Vegetable Growers News, Spudman, Produce Processing and Organic Grower. Our team of writers has unparalleled expertise and insight that spans the entire agriculture industry, making this a natural addition to the company’s Specialty Agriculture Group. Reaching the national nut production market, National Nut Grower promises to deliver the most comprehensive, timely and helpful content to ensure successful growing – and your success in reaching crucial buyers.

## Distribution



PRINT  
**9,300**

E-NEWSLETTER  
**6,000**



## Audience

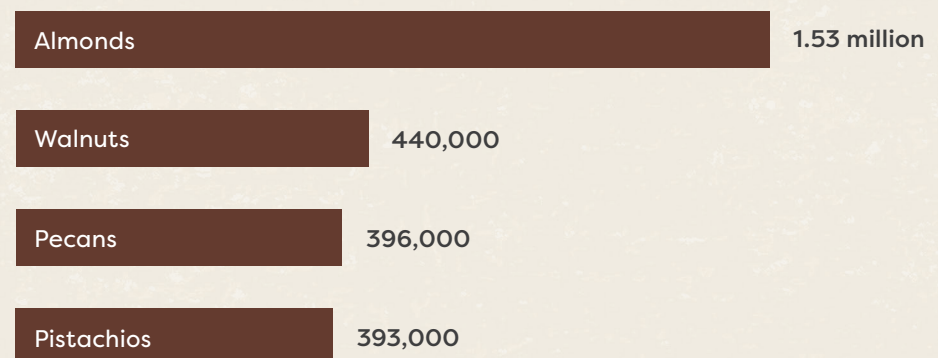
National Nut Grower serves the national commercial nut industry, including:

- » Growers
- » Packers
- » Shippers
- » Processors
- » Extension Agents
- » Industry & Equipment Suppliers
- » Researchers
- » Pest Control Advisors
- » Crop Consultants
- » Associations
- » Government Agencies
- » Others Allied to the Field

## Why National Nut Grower?

National Nut Grower presents the latest developments and growing techniques impacting a host of nut crops, including almonds, pistachios, pecans, walnuts and hazelnuts.

### Total Bearable and Non-Bearable Acreage



\*Sources: USDA, California Dept. of Food and Agriculture, California Pistachio Council USDA NASS



# EDITORIAL CALENDAR

National Nut Grower presents the latest developments and growing techniques impacting a host of nut crops, including almonds, pistachios, pecans, walnuts and hazelnuts. The editorial calendar focus may vary based on emerging issues and programs.

## · WINTER ·

### Orchard Prep Issue

- » Pruning
- » Dormant Strategies
- » Pollination
- » Irrigation
- » Water Management

**AD SPACE/MATERIALS DEADLINE**  
Feb. 2, 2021

## · SPRING ·

### Pest Control Issue

- » Pest Management
- » Labor
- » Technology
- » Biocontrols

**AD SPACE/MATERIALS DEADLINE**  
May 21, 2021

## · SUMMER ·

### Production Issue

- » Wildlife & Rodent Management
- » Disease Control
- » Tree Maintenance
- » Marketing Opportunities

**AD SPACE/MATERIALS DEADLINE**  
July 23, 2021

## · FALL ·

### Postharvest Issue

- » Harvesting
- » Disease Management
- » Pruning Strategies
- » Crop insurance
- » Processing

**AD SPACE/MATERIALS DEADLINE**  
Oct. 8, 2021



**IN EVERY ISSUE:** Editor's Letter, Pest Management, Grower Features, Production Topics, Industry News, Crop Protection News, New Products, Research Reports, Industry Columnists, Calendar of Events.

# PRINT SPECS

## Ad Requirements

For full-page ads the live area (area that all text and logos must fall inside) must be at least 3/8" from the trim, and all bleeds must extend at least 1/8" beyond trim.

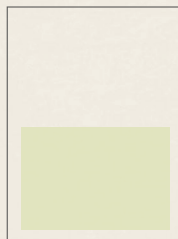
Ads and embedded artwork must be CMYK and at least 300 dpi.

Only PDF or TIFF files will be accepted.

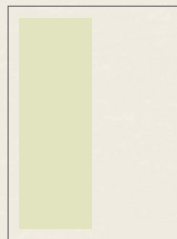
We are not responsible for the readability of copy below 10-point in size.



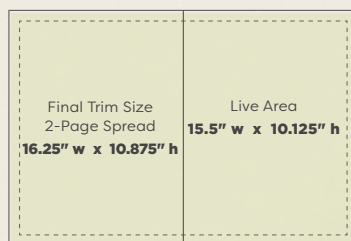
Full Page (Full Bleed)  
8.375" w x 11.125" h



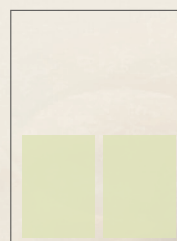
1/2 Page Horizontal  
6.875" w x 4.75" h



1/2 Page Vertical  
3.35" w x 9.7" h



2-Page Spread (Full Bleed)  
16.5" w x 11.125" h

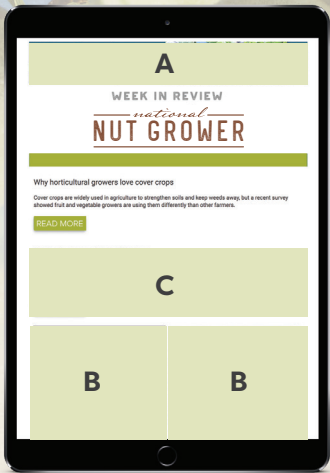


1/4 Page  
3.35" w x 4.75" h

## Print Rates

AD TYPE	1x	2x	4x
2-Page Spread	\$5,350	\$5,095	\$4,800
Full Page	\$3,650	\$3,495	\$3,300
1/2 Page	\$2,950	\$2,725	\$2,500
1/4 Page	\$1,895	\$1,795	\$1,600

# DIGITAL



## Weekly E-Newsletter

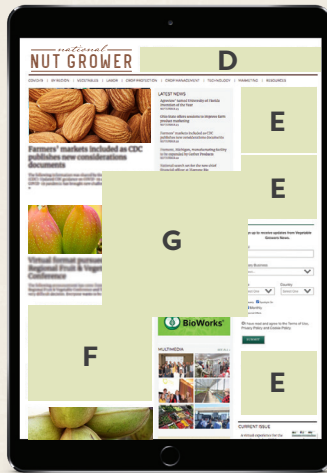
Your high-visibility ad is placed prominently among the week's must-read news items. Limited spaces available. Includes detailed metric and engagement reports.

## Monthly Digital Rates And Specs

AD TYPE	1x	3x	6x	12x
A. Weekly Leaderboard 600 x 90 px	\$700	\$650	\$550	\$500
B. Weekly Medium Rect. 300 x 250 px	\$550	\$500	\$450	\$400
C. Weekly Sponsored Content 5- to 10- word title, Up to 40- word description 1 Image 150 x 200 px	\$800	\$750	\$700	\$650
D. Website Leaderboard 729 x 90 px	\$750	\$700	\$600	\$550
E. Website Medium Rect. 300 x 250 px	\$600	\$550	\$500	\$450
F. Website Sponsored Content 500-700 words 1 image 580 x 380 px	\$900	\$850	\$750	\$700
G. Website Pop Up 600 x 600 px	\$1075	\$1025	\$975	\$925
Social Media Posts: Facebook and Twitter	\$800	\$750	\$700	\$650

## Website

Create a truly integrated marketing campaign by featuring your company on the National Nut Grower website – the newest go-to resource for growers nationwide seeking the latest news, product information and insight. Limited spaces available.



## Exclusive E-Blasts

Deliver a custom email to National Nut Grower readers – your buyers – and put your products and solutions in front of them when the time is right for you. Designed by you or our team of design experts for a nominal fee, you have the option of up to two versions, A/B testing and analytics to gauge success. Target strategically based on your company and products, and generate new business through this highly effective option.

**Exclusive E-Blast: \$2,995 NET**

## Custom Solutions

Our Custom Marketing Team can take your business to the next level with unique and innovative solutions to reach your target audience. Take the work off your team and allow our team of marketing experts to elevate your brand through custom content/integrated editorial, case studies, custom e-blasts, social media marketing, white papers, custom events and more.



## Website Ad Deadlines

MONTH	AD DEADLINE
January	Dec. 18, 2020
February	Jan. 18
March	Feb. 15
April	March 18
May	April 16
June	May 18
July	June 17
August	July 16
September	Aug. 18
October	Sept. 17
November	Oct. 18
December	Nov. 17



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