

# GROCCER

CALIFORNIA

CALIFORNIA GROCERS ASSOCIATION

MEDIA GUIDE



CALIFORNIA GROCER  
EXPANDS TO THE EAST  
COAST AND THE SOUTH.



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

## 2016 MEDIA GUIDE & EDITORIAL CALENDAR

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

\*Whorton Marketing & Research

IN ALL, NEARLY  
**90%** OF CALIFORNIA GROCERY RETAILERS  
RECEIVE CALIFORNIA GROCER.





# 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 representing 90% of the California retail market. 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 EXTENSIVE CIRCULATION

*California Grocer* readership includes c-suite, key retail executives (CEOs, senior level management and buyers). 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

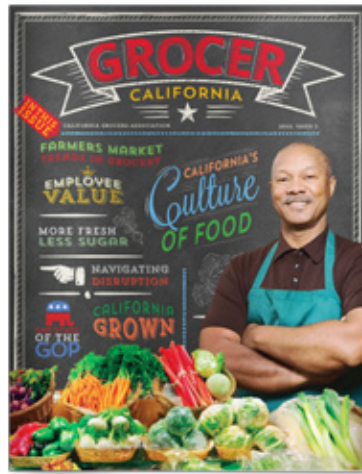
It's said that as California goes, so goes the rest of the country. **The Golden State is home to 12% of the nation's population and nearly 12% of the nation's total supermarket sales.**

### 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, 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*.

AND IN 2016, CALIFORNIA GROCER HAS EXPANDED ITS DIGITAL VERSION TO THE EAST COAST THROUGH THE NEW JERSEY FOOD COUNCIL AND IN THE SOUTH THROUGH THE ALABAMA GROCERS ASSOCIATION!



THE NUMBERS SPEAK FOR THEMSELVES:

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

**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.**



# 2016 EDITORIAL CALENDAR

ISSUE 1	<p><b>Features:</b> Succession planning for independents, Trends in loyalty marketing programs – looking at all retailers with an emphasis on grocery, Consumer confidence – impact of the shifting economy on consumer purchasing</p> <p><b>Category Topics:</b> Organics/Natural Products</p> <p><b>Bonus Distribution:</b> National Grocers Association Convention</p>
ISSUE 2	<p><b>Features:</b> Asian consumers, Sustainability, Mergers &amp; Acquisitions, CGA Educational Foundation Hall of Achievement</p> <p><b>Category Topics:</b> Dairy/Deli/Bakery</p> <p><b>Bonus Distribution:</b> Food Marketing Institute Convention, Western Association of Food Chains Convention, Dairy-Deli-Bake 2016</p>
ISSUE 3	<p><b>Features:</b> CGA Annual Buyers' Guide – The most comprehensive listing of California retailers and CGA supplier members available. California Grocers Association Mid-Year Review</p>
ISSUE 4	<p><b>Features:</b> CGA Educational Foundation issue. Multi-generational employees, Generation Z – the hot new demographic, Revitalizing center store</p> <p><b>Category topics:</b> Healthy Snack Foods</p>
ISSUE 5	<p><b>Features:</b> Trends in retail technology, CGA Strategic Conference</p> <p><b>Category Topics:</b> Beverages</p> <p><b>Bonus Distribution:</b> CGA Strategic Conference, Produce Marketing Association Convention</p>
ISSUE 6	<p><b>Features:</b> Private label trends, Loss prevention, 2016 CGA Chairman of the Board profile</p> <p><b>Category Topics:</b> Meat/Poultry/Pork</p> <p><b>Bonus Distribution:</b> CGA Board of Directors Meeting, CGA Independent Operators Symposium</p>
<b>Features in Every Issue:</b>	Washington Report, Kevin Coupe's Viewpoint, Capitol Insider, Know the Law, Member Profile, Interviews with industry leaders



## TO RESERVE ADVERTISING SPACE, CONTACT:

**Dave Heylen**  
 Vice President, Communications  
 California Grocers Association  
 1215 K Street, Suite 700  
 Sacramento, CA 95814-3946

T: 916.448.3545  
 F: 916.448.2793  
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[www.cagrocers.com](http://www.cagrocers.com)

# CALIFORNIA GROCERS ASSOCIATION DIGITAL ADVERTISING

## WEBSITE ADVERTISING

CGA's website is the Association's 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

### WEBSITE AD RATES

3 Months	6 Months	9 Months	1 Year
\$2,500	\$3,000	\$3,500	\$4,000

### CHECKOUT WEEKLY E-NEWSLETTER AD RATES

3 Months	6 Months	9 Months	1 Year
\$1,000	\$1,500	\$1,800	\$2,000

# CALIFORNIA GROCER DIGITAL EDITION

Read *California Grocer* online!

As a value-add, your advertisement is included in the *California Grocer* digital edition. 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.





# CALIFORNIA GROCER 2016 RATE CARD

## Effective January 1, 2016

### 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 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  
[studio@cmbdesign.com](mailto:studio@cmbdesign.com)  
 (916) 605-6500

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.

## ADVERTISING INSERTION SCHEDULE

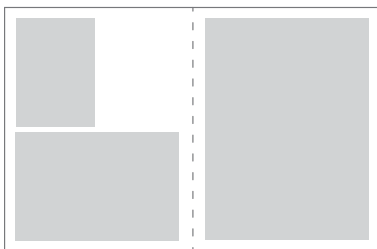
Issue	Reserve By	Ad Material Due
1	Jan. 22	Jan. 29
2	March 25	March 31
3	May 24	May 31
4	July 22	July 29
5	Sept. 2	Sept. 9
6	Nov. 11	Nov. 18

## 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

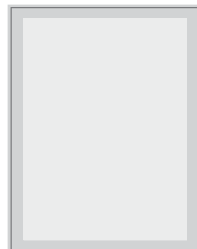
3.5" x 4.875"

### Full Page

**No Bleed**  
 7.375" x 10"

### Half Page

7.375" x 4.875"

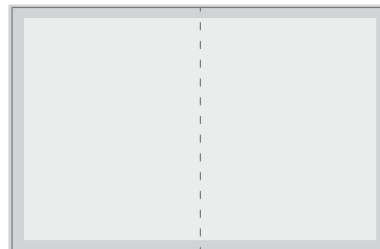


### Full Page Bleed

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"

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