

# 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.

# 2016-17 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 CALIFORNIA CLOUT

*California Grocer* readership includes key category buyers at all major grocery chains, regional supermarkets and independent operators, c-suite executives, (CEOs, senior level management). Readers also include independent grocers, convenience store operators and the state's major grocery wholesalers.

### 2 NATIONAL EXPOSURE

The California Grocers Association produces the *New Jersey Grocer* and *Alabama Grocer* and has contracted with both state grocery associations to include in their publications, advertisements appearing in *California Grocer*. This means your ad is being seen by key retail decision makers throughout the greater New York, New Jersey and Pennsylvania markets, and throughout the deep south. All at the *California Grocer* insertion rate.

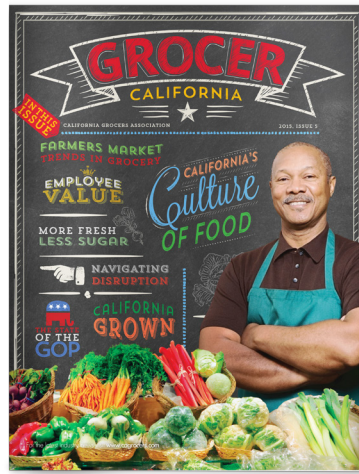
### 3 INFORMATION CALIFORNIA RETAILERS NEED

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.

### 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, unparalleled access to California's grocery retail industry, and now regional coverage throughout the U.S., 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*.



## 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.**

**California represents 38 million people** – 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* (New Jersey Food Council) and *Alabama Grocer* (Alabama Grocers Association).

**Your message will be seen nationally, but at a regional cost!**



# 2016 EDITORIAL CALENDAR



ISSUE 1

**Features:** 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

**Category Topics:** Organics/Natural Products

**Bonus Distribution:** National Grocers Association Convention

ISSUE 2

**Features:** Asian consumers, Sustainability, Mergers & Acquisitions, CGA Educational Foundation Hall of Achievement

**Category Topics:** Dairy/Deli/Bakery

**Bonus Distribution:** Food Marketing Institute Convention, Western Association of Food Chains Convention, Dairy-Deli-Bake 2016

ISSUE 3

**Features:** CGA Annual Buyers' Guide - The most comprehensive listing of California retailers and CGA supplier members available. California Grocers Association Mid-Year Review

ISSUE 4

**Features:** CGA Educational Foundation issue. Multi-generational employees, Generation Z - the hot new demographic, Revitalizing center store

**Category topics:** Healthy Snack Foods

ISSUE 5

**Features:** Industry Collaboration; Retail Fragmentation; Product Transparency; Interview: Donna Giordano, Ralphs Grocery Co.

**Category Topics:** Beverages

**Bonus Distribution:** CGA Strategic Conference, Produce Marketing Association Convention

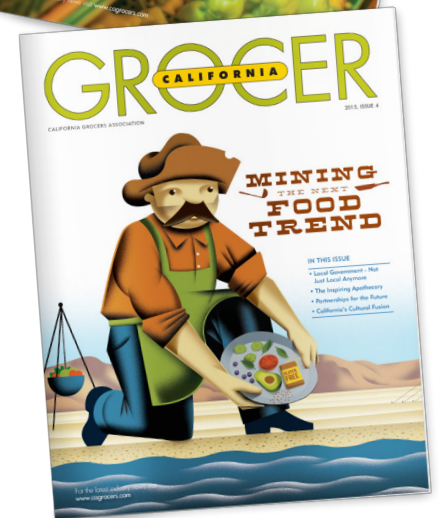
ISSUE 6

**Features:** Future Consumerism; Multichannel Strategies, Personalization & Loyalty; ; 2016 CGA Chairman of the Board profile

**Category Topics:** Meat/Poultry/Pork

**Bonus Distribution:** CGA Annual Meeting, CGA Independent Operators Symposium

**Featured In Every Issue:** State & Federal Legislative/Regulatory Updates, Kevin Coupe's Viewpoint, Know the Law, Member Profile



## TO RESERVE ADVERTISING SPACE, CONTACT:

### Bill Kaprelian

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

T: 916.448.3545  
F: 916.448.2793  
E: [bkaprelian@cagrocers.com](mailto:bkaprelian@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. For details, contact Bill Kaprelian, CGA Advertising Sales Manager

### 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	\$1,800

### CHECKOUT JUMP PAGE TO CAGROCERS.COM

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

# CALIFORNIA GROCER 2016-17 RATE CARD

Effective August 15, 2016

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

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)

## Preferred Position

20% over regular rate.

## Bleed

No extra charge for bleed.

## Black & White

10% discount

## Mechanical Requirements

### We accept:

- PDF files (four-color process, press quality)
- EPS files (fonts converted to paths)
- InDesign files (with support files & fonts)

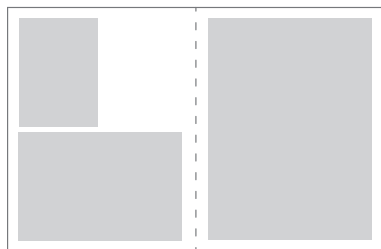
### When designing an ad, remember:

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)

## AD SIZES



### Quarter Page

3.5" x 4.875"

### Full Page No Bleed

7.375" x 10"

### Half Page

7.375" x 4.875"

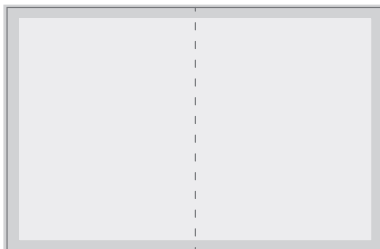


### Full Page Bleed

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"

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.

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