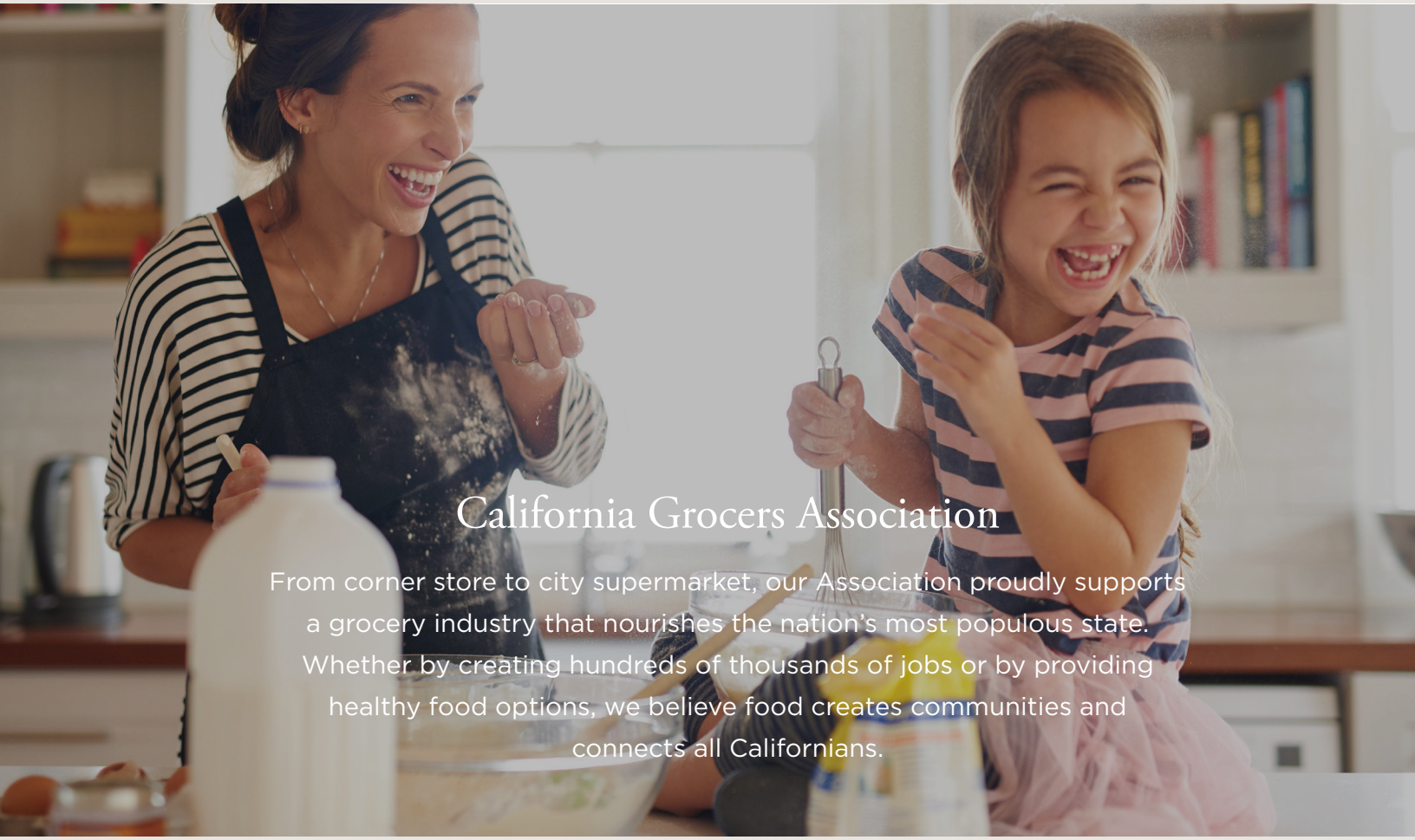
# California Grocer

CALIFORNIA GROCERS ASSOCIATION



## California Grocers Association

From corner store to city supermarket, our Association proudly supports a grocery industry that nourishes the nation's most populous state. Whether by creating hundreds of thousands of jobs or by providing healthy food options, we believe food creates communities and connects all Californians.

cga

CALIFORNIA
**GROCERS**
ASSOCIATION

2021 MEDIA GUIDE

# Our Flagship Publication

Offering a perspective that is unique to the Golden State, California Grocer magazine features authoritative insights and opinions that cover all facets of the state's grocery business. From new regulations and technological innovations to the shopping experience of our "mommy-blogger-in-residence," this magazine contains the type of fresh stories that provide a deep understanding of California's grocery community.

# Editorial Calendar 2021

Featured In Every Issue:

State, Federal, Local Legislative/Regulatory Updates,
Kevin Coupe's Viewpoint,
Know the Law,
CGA Member Profile,
Enterprise Risk Protection
Mommy Blogger.
Outside the Box

> "...Opened doors and provided us the opportunity to network with all the CGA members who are our potential customers. We seize every CGA advertising opportunity to get the word out, to those grocers who might not be aware, that we are the credit union that serves the grocery industry.."
>
> **Donna Simpson**
> Executive Vice President/COO
> Certified Federal Credit Union

## ISSUE 1

**Features:** Independent Grocer Special Edition, Emerging Brands, Incoming Illuminator Headlite Profile

## ISSUE 2

**Features:** Loss Prevention, Grocers Day at the Capitol, HOA, Northgate Gonzalez 40th Anniversary

## ISSUE 3

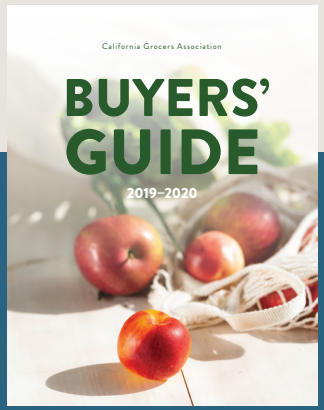
**Features:** CGA Strategic Conference Preview; Select articles from CGA Strategic Conference presenters, CGA Educational Foundation Scholarship recipients

**Bonus Distribution:** CGA Strategic Conference

## ISSUE 4

**Features:** Select articles from CGA Strategic Conference presenters; CGA Chairman Profile

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




## BUYERS' GUIDE

**Features:** Annual CGA Buyers' Guide. The most comprehensive listing of the California grocery industry.

**Category Topics:** Northern and Southern Retailer Calling Lists; Out of State Calling List, Wholesaler Directory, Suppliers by Product Category, Supplier Calling List

# Advertising with Clout

**California Grocers Association publications are your ticket to reaching the largest grocery market in the nation.**

## CALIFORNIA FACTS:

**#1** IN SUPERMARKET **SALES** NATIONWIDE

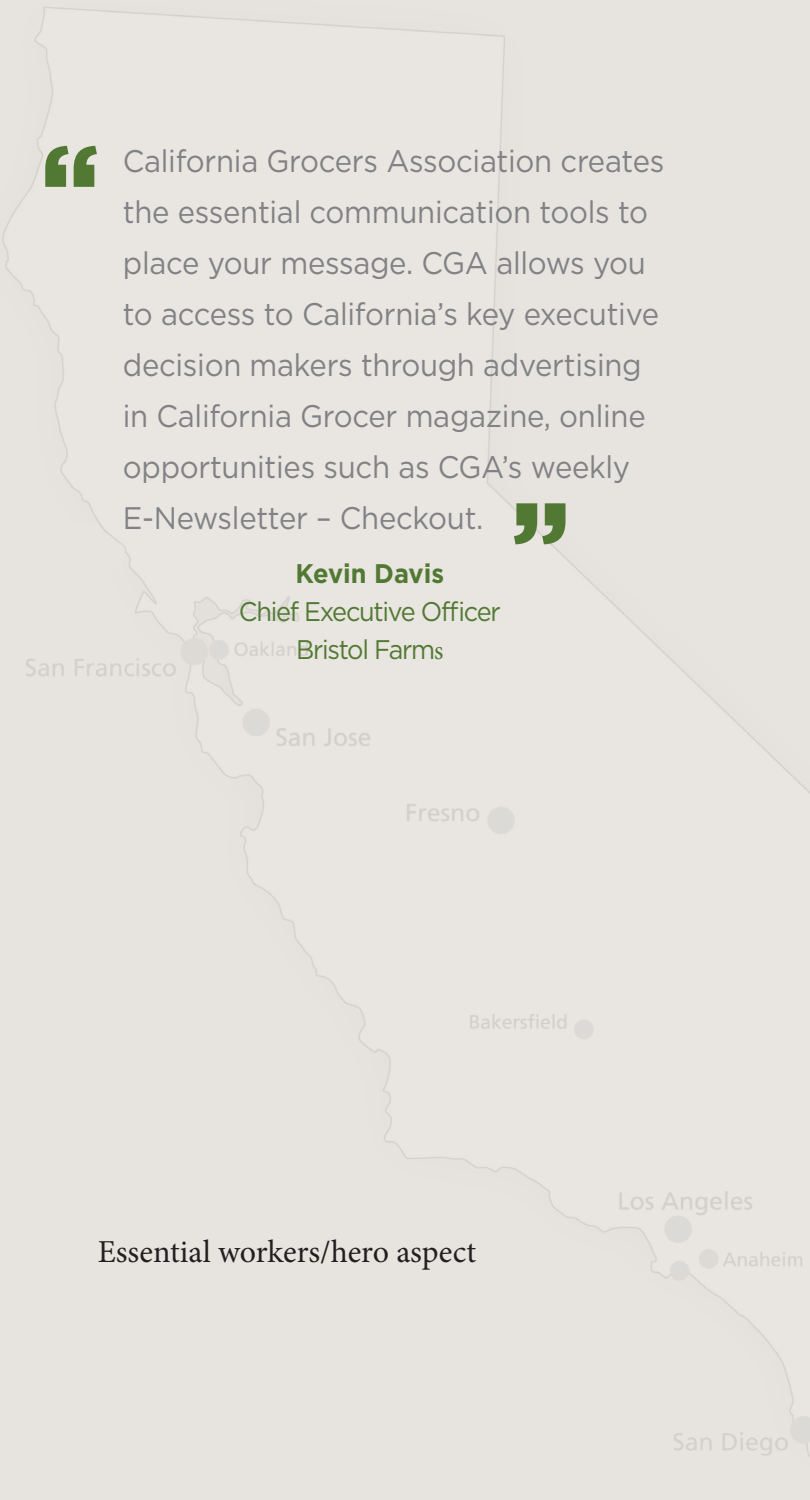
**#1** IN TOTAL NUMBER OF SUPERMARKETS

**$72 BILLION MARKET** GROCERY INDUSTRY

REPRESENTS **39 MILLION CUSTOMERS**

> "California Grocers Association creates the essential communication tools to place your message. CGA allows you to access to California's key executive decision makers through advertising in California Grocer magazine, online opportunities such as CGA's weekly E-Newsletter – Checkout."

**Kevin Davis**
Chief Executive Officer
Bristol Farms




Essential workers/hero aspect

# Our Readership

**CGA'S EXTENSIVE MEMBERSHIP ENSURES THAT YOUR ADVERTISING MESSAGE REACHES MORE THAN**

**80%** **OF CALIFORNIA'S GROCERY RETAIL DECISION MAKERS**

Your ad reaches an audience that is difficult to target, but highly valuable.

**C-suite executives, senior level management and buyers from major chains to local independents are all reachable through CGA's publications.**

Launching a new product, service, shelf item or piece of equipment? Updating a current product line?

**California is THE market you need to drive awareness among key decision makers.**

## RETAILER SUBSCRIBERS

Albertsons, Vons, Pavilions, Costco Wholesale, Erewhon Organic Grocer & Cafe, Draeger's Market, Ralphs, Whole Foods Market, Mar-Val Food Stores, Rio Ranch Market, Raley's, Smart & Final, California Fresh Market, Numero Uno Market, Save Mart, Stater Bros. Markets, C&S Wholesale Grocers, Nugget Markets, Gelson's, New Seasons Market, Twain Harte Market, Bristol Farms, Cardenas, Jons Fresh Marketplace, Nutricion Fundamental, Susanville Supermarket, El Super, Grocery Outlet Bargain Market, C&K Market Inc., Superior Grocers, Sprouts Farmers Market, Valley Fresh Market, Food 4 Less Foods Co, Northgate Market, Mollie Stone's Markets, Super A Foods, Woodlands Market, SK Super King Markets, North State Grocery, Inc., Safeway, Foods Etc., UNFI

## THE CALIFORNIA LEGISLATURE

Being part of the country's most regulated state, CGA members turn to California Grocer for up-to-date legislative and regulatory information at both the state and local levels that impacts their bottom line. Plus, CGA's government relations team provides valuable "inside the Capitol" insight and analysis, tailored specifically to the grocery industry. California Grocer is the only place that CGA members can access this vital information – ensuring a dedicated readership.

# California Grocer 2021 Rate Card

## Effective January 1, 2021

### ADVERTISING INSERTION SCHEDULE

| Issue | Reserve by | Material Due |
|---|---|---|
| 1 (Mar.) | Feb. 15 | Feb. 29 |
| 2 (Jun.) | May 16 | May 26 |
| 3 (Sept.) | Aug. 23 | Sept. 8 |
| 4 (Dec.) | Nov. 19 | Dec 3 |

### GENERAL ADVERTISING RATES

| | 1 Time | 3 Times | 5 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.

### BUYERS' GUIDE INSERTION SCHEDULE

Reserve Date: May 15
Ad Material Due: June 1
Publication Date: July 1

**Preferred Position**
20% over regular rate.

**Bleed**
No charge.

**Black & White**
10% discount

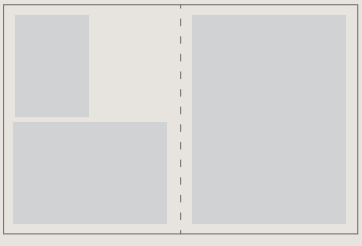
### Mechanical Requirements

**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

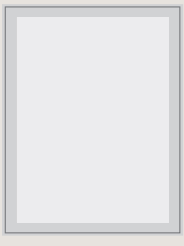
## AD SIZES



**Quarter Page**
3.5" x 4.875"

**Half Page**
7.375" x 4.875"

**Full Page**
No Bleed
7.375" x 10"



**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.

**California Grocers Association**
1005 12th Street, Suite 200
Sacramento, CA 95814
P: 916.448.3545
F: 916.448.2793
www.cagrocers.com

# Digital Advertising

## 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 and Checkout is a great way for us to promote our brand to the key decision-makers in the California grocery industry."
>
> **Raul Aguilar**
> Senior Director, Retail Sales
> Anheuser-Busch InBev

READING CHECKOUT IS **THE 3RD HIGHEST FORM OF INVOLVEMENT** FROM OUR CGA MEMBERSHIP

**– Whorton Marketing & Research**

## DIGITAL OPTIONS

| BANNER AD | 2 MONTHS | 6 MONTHS | 12 MONTHS |
|---|---|---|---|
| Digital Buyers' Guide – Contact Info Page | $1,500 | $3,500 | $6,000 |
| Checkout weekly e-newsletter | $2,500 | $5,000 | $8,000 |

| BLOCK AD | 2 MONTHS | 6 MONTHS | 12 MONTHS |
|---|---|---|---|
| Digital Buyers' Guide – Search Page | $1,500 | $3,500 | $6,000 |

| COMBINATION ADS | 2 MONTHS | 6 MONTHS | 12 MONTHS |
|---|---|---|---|
| Pick Any Two Options | $3,750 | $7,500 | $12,000 |

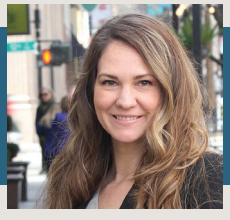
**SPECS:**

Banner: Desktop Version – 590 X 90 Pixels
Pixels/Mobile Version – 330 X 90 Pixels

Block: 300 x 250 Pixels

# Our Advertisers

Acosta Sales & Marketing
Agilence, Inc.
Albertsons Companies, Inc.
Albertsons, LLC
American Greetings Corporation
Anheuser-Busch InBev
Applied Data Corporation
Baswood Corporation
Berkeley Farms, LLC
Bimbo Bakeries USA
Bristol Farms
C & H Sugar / ASR Group
C & K Market, Inc.
C&S Wholesale Grocers
CA GROWN
California Beer & Beverage Distributors
California Fresh Market
California Lottery
California Strategies, LLC
Cardenas Markets, Inc.
Cardiff Seaside Market Inc.
Carr McClellan Ingersoll Thompson & Horn Professional Law Corporation
Certified Federal Credit Union
Chosen Foods
City of Hope
Clover Sonoma
Co-Sales Northern California
Coca-Cola Refreshments
Command Packaging
Constellation Brands
DanoneWave
Delta Dental of California
Diablo Foods
DPI Specialty Foods
ECOS by Earth
El Rancho Marketplace
El Super (Bodega Latina Corp.)
Emerson Grind2Energy
Food 4 Less (Stockton)/ Rancho San Miguel Markets
Foods Etc.
Freeman Company
Friedas Specialty Produce
Friendly Products
Frito-Lay, Inc.
Front Line Safety
Gallo Wine Company
Gelson's Markets
Harris Ranch Beef Company
Heineken USA
Henkel Laundry & Home Care
Hidden Villa Ranch
High Brew Coffee
Huntington Security
Idahoan Foods
Illuminators
Jelly Belly Candy Co.
KeHE Distributors LLC
Kellogg Company
Kimberly-Clark Corporation
Melissa's/World Variety Produce, Inc.
Mettler-Toledo, Inc.
Milton's Baking Company
Mission Foods Corporation
Mollie Stone's Markets
MolsonCoors
Moresco Distributing Company
Moss Adams LLP
National Grocers Association
Nestle Purina PetCare
NGB Markets, Inc.
Nielsen
North America
North State Grocery, Inc.
NuCal Foods
Oberto Brands
PepsiCo Beverages
PepsiCo Inc.
Pete and Gerry's Organics, LLC
Post Consumer Brands
Procter & Gamble
Producers Dairy Foods, Inc.
Raley's
Ralphs Grocery Company
Regional First Aid/Regional Eyewash Solutions
Renaissance Food Group, LLC
Retail Marketing Services, Inc.
Reyes Coca-Cola Bottling
RMS, Inc.
Roplast Industries Inc.
RSI – Refrigeration
Select Systems Technology
Sioux Honey Association
Smart & Final Stores
Smart Retail Solutions
SMC ZeroWaste
Solutions Inc.
Southern Glazer's
Southern Wine & Spirits
Sparkling ICE®
Sprouts Farmers Market
Star Fisheries, Inc.
Stater Bros. Charities
Stater Bros. Markets
Sugar Bowl Bakery
Sun Products Corporation
Super A Foods, Inc.
Super King Markets
Superior Grocers
Technology Solutions
The Hershey Company
Tony's Fine Foods
TruGrocer Federal Credit Union
TRUNO Retail
Twain Harte Market
Tyson Foods, Inc.
UNFI
Unified Grocers, Inc.
Unilever
Valassis
Viable Retail Solutions
Wine & Spirits
Young's Market Co.
Zenith Insurance Company



**TO RESERVE ADVERTISING SPACE, CONTACT:**

**Maria Tillman** | California Grocers Association, 1005 12th Street, Suite 200, Sacramento, CA 95814
T:916.448.3545 D: 916.228.4436 F:916.448.2793 | E: mtillman@cagrocers.com

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