

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.



2023 MEDIA GUIDE

Our Flagship Publication

A direct line to California's Capitol scene and industry thought leaders, the grocery community looks to *California Grocer* for a unique, authoritative perspective on top-of-mind industry issues impacting the Golden State including:

- California policy and politics
- Laws and regulations
- Technological innovations
- Shopper experience
- Industry trends and insights

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



THE CALIFORNIA LEGISLATURE

As business operators in the nation's most regulated state, CGA members rely on *California Grocer* for the latest legislative and regulatory developments at the state and local level. CGA's government relations team contributes industry tailored "Inside the Capitol" insight and analysis – content available to members exclusively through *California Grocer* – ensuring a dedicated readership.



Featured In Every Issue: State, Federal, Local Legislative/Regulatory Updates, Kevin Coupe's Viewpoint, Know the Law, CGA Member Profile, Enterprise Risk Protection & the Mommy Blogger.

ISSUE 1

Features: Ralphs Grocery Company 150th Anniversary; New Laws; Incoming Illuminator Headlite Profile; Independent Operators Symposium

ISSUE 2

Features: The Independent Grocery Edition; CGA Educational Foundation Hall of Achievement Inductees; Grocer's Day at the Capitol

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: The Forecast, looking to the year ahead; Future Trends; Legislative Developments; CGA Chairman Profile

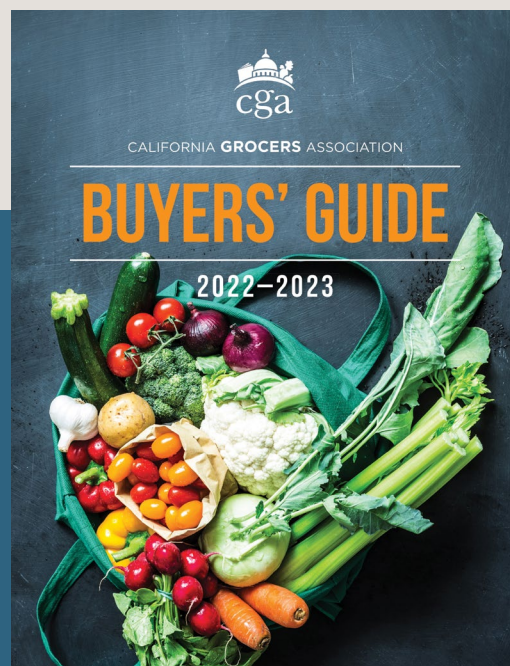
Bonus Distribution: CGA Independent Operators Symposium

CLICK HERE



TO ACCESS THE MAGAZINE ARCHIVE:

cagrocers.com/resources/publications/california-grocer-archive/



BUYERS' GUIDE

Features: Rising Stars of California's Grocery Industry; Annual CGA Buyers' Guide, The most comprehensive listing of the California grocery industry.

Category Topics: Retailer Calling Lists; 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

San Francisco

Oakland

San Jose

Fresno

Bakersfield

Los Angeles

Anaheim

San Diego

California Grocer 2023 Rate Card

Effective January 1, 2023

ADVERTISING INSERTION SCHEDULE

Issue	Reserve by	Material Due
1 (Mar.)	Feb. 10	Feb. 29
2 (Jun.)	May 12	May 26
3 (Sept.)	Aug. 18	Sept. 8
Buyers' Guide	Sept. 29	Oct. 13
4 (Dec.)	Nov. 17	Dec. 1

ADVERTISING ADD ONS

Premium Placement

\$200

Back Cover Placement

\$350

Bleed

No charge

Black & White

10% discount

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.

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

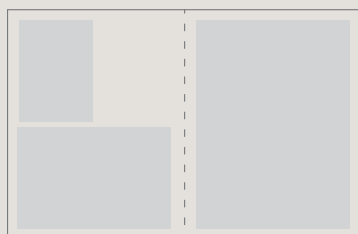
Commissions 15% to recognized agencies. "Recognized agency" as used in this Rate Card refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the Publisher under the terms of this Rate Card, furnish and prepay transportation 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
cagrocers.com

AD SIZES



Quarter Page

3.625" x 4.75"

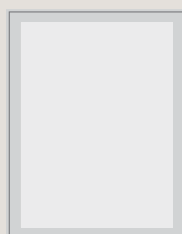
Half Page

7.5" x 4.75"

Full Page

No Bleed

7.75" x 9.75"

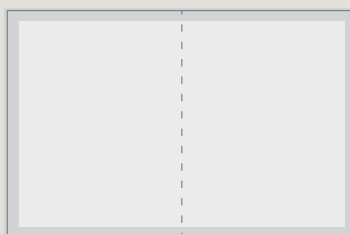


Full Page Bleed

Bleed: 8.75" x 11.5"

Trim: 8.5" x 11"

Live Area: 7.5" x 9.75"



Spread

Bleed: 11.25" x 17.5"

Trim: 11" x 17"

Live Area: 10.5" x 16.5"

Digital Advertising

Checkout: Each week, CGA members receive the freshest grocery news, including current legislative and regulatory updates, industry happenings, new store openings, Association business and breaking headlines via our email newsletter – Checkout. This digital communication is widely read by c-suite executives and features leaderboard banner ad placements.

CHECKOUT:
36%  **OPEN RATE**



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

– Whorton Marketing & Research

“ 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

Digital Buyers' Guide: This real-time compilation is California's only reference book of grocery retailers, suppliers, brokers and wholesalers. With the convenience of having the nation's largest grocery marketplace at your fingertips, you'll be able to tap into target accounts, learn more about a company's structure, or find a product's manufacturer. Have your brand featured on all search pages with your website just a click away.

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

BUYERS' GUIDE DISCOUNT BUNDLE

Purchase 6 months or more of advertising in the Digital Buyers' Guide and receive a half page advertisement in the printed Buyers Guide publication at a discounted rate of \$500. Take your company's ad exposure to the next level with this bundle opportunity.

SPECS:

Checkout: 590x90 pixels

Buyers' Guide Banner: 728 X 90 Pixels

Buyers' Guide Block: 300 x 600 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
Coca-Cola Refreshments –
West Region

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.
MillerCoors
Milton's Baking Company
Mission Foods Corporation
Mollie Stone's Markets
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.
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:

Bailey Dayen | California Grocers Association, 1005 12th Street, Suite 200, Sacramento, CA 95814
T:916.228.4436 F:916.448.2793 | E: bdayen@cagrocers.com



“...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 - MEMBER SINCE 2015



**JOIN THE
Conversation**

Want to learn more about the benefits to advertising with CGA?

Contact Bailey Dayen to learn more and start the conversation with your fellow industry peers at bdayen@cagrocers.com or call (916) 228-4436.

cagrocers.com

