

Growing for Market Display Advertising - 2021

The best way to advertise your product or service to local food producers

Growing for Market, published for 30 years, since 1992, is the only national publication serving the direct-market farmers who are at the center of the local food, flower and organic movements.

GFM subscribers are farmers who sell produce, plants, cut flowers, meat, eggs, cheese, and value-added products at farmers markets and roadside stands; to restaurants, florists, and natural foods stores; and through Community Supported Agriculture programs.

GFM readers are professional growers who purchase a wide variety of products for production and marketing. Most of them identify themselves as organic or sustainable. They are well-educated and innovative.

If you sell a product that would appeal to sophisticated, quality-oriented local growers, you'll find GFM to be a perfect match. Most of our current advertisers run in every issue and many have been advertising for more than 10 years nonstop. Here's why:

"Advertising in Growing for Market is the surest way to reach the serious market growers of the United States. It is widely read and highly respected by the organic and small farm community. I would guess that a majority of subscribers read virtually every word of almost every issue, ads included. I don't know of a farm publication with higher credibility or greater reader loyalty. Our ads pay for themselves many times over." — Jim Gerritsen, Wood Prairie Farm, advertiser since 1994

"Growing for Market has been the best money I have spent in the 18 years that I have been manufacturing and selling wheel hoes. No other venue has even come close to the response rate I get from growers, particularly organic growers." — David Grau, Valley Oak Wheel Hoe, advertiser since 1996

"Our Growing for Market ads have consistently out-performed any other ads we place. Our ad pays for itself, month after month. It is an advertiser's dream: a targeted audience that follows through on inquiries with a purchase." — Stu McCarty, Growers Discount Labels, advertiser since 1999

FREQUENCY: 10 issues per year (every month except July and December).

PRINT AND ONLINE SUBSCRIPTIONS: 5000

SINGLE COPY/BACK ISSUES: 400

TOTAL PAID CIRCULATION: 5000

TOTAL AUDIENCE: 15,000

EMAIL NEWSLETTER: 13,000

Call or email Andrew today to reserve your ad space! Phone 800-307-8949; email andrew@growingformarket.com.

GFM readers buy:

- Seeds and plants
- Greenhouses and supplies
- Machinery and tools
- Fertilizers and soil amendments
- Organic pest controls
- Deer fencing and animal repellents
- Irrigation, row covers and mulch
- Harvesting equipment and supplies
- Refrigeration
- Floral supplies
- Market tents and banners
- Scales, cash registers, credit card terminals
- Baskets, crates, signs, labels
- Software and books
- And much more.

GFM readers grow and sell:

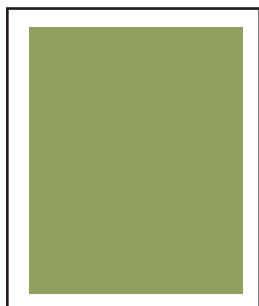
- Vegetables
- Herbs
- Berries
- Fruit
- Cut flowers
- Dried flowers
- Bedding plants
- Nursery crops
- Eggs
- Meat
- Jams, jellies, and other prepared foods
- Baked goods



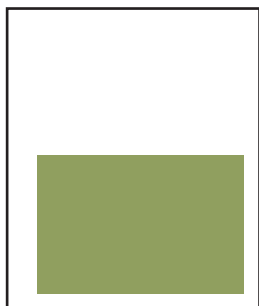
www.growingformarket.com
800-307-8949

Growing for Market Display Advertising 2021 rates (per insertion)				
	10x	6x	4x	1x
Full page	\$600	\$630	\$685	\$735
1/2 page	\$300	\$315	\$345	\$375
1/3 page	\$200	\$220	\$235	\$260
1/4 page	\$150	\$165	\$185	\$200
1/6 page	\$100	\$115	\$125	\$130

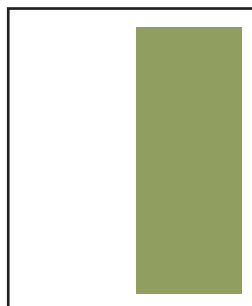
Display ad dimensions



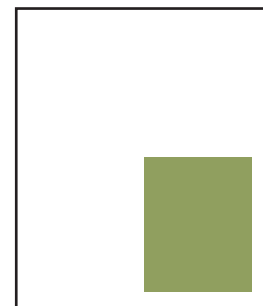
Full page
7.25" x 9.75"



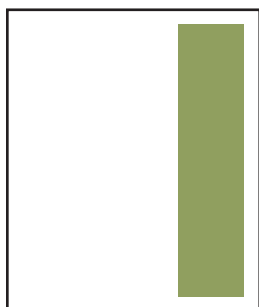
1/2 page horizontal
7.25" x 4.75"



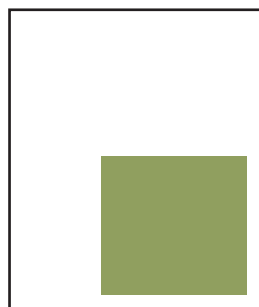
1/2 page vertical
3.5" x 9.75"



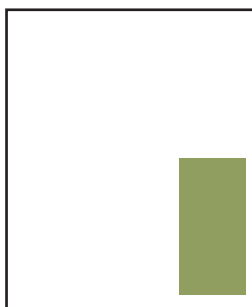
1/4 page
3.5" x 4.75"



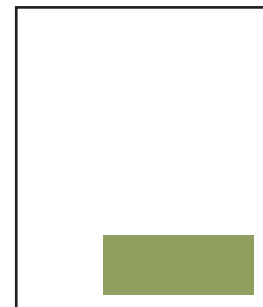
1/3 page vertical
2.25" x 9.75"



1/3 page square
4.75" x 4.75"



1/6 page vertical
2.25" x 4.75"



1/6 page horizontal
4.75" x 2.25"

Prepayment bonus: Take 10% off when prepaying for four insertions in advance of publication. Take 15% off when prepaying a run of four or more of any two or more types of advertising (i.e. print, website and/or email newsletter).

Billing: Established advertisers will be invoiced upon publication. Prepayment may be requested of first-time advertisers.

Deadlines: Ads must be booked by the first of the month for the following month's issue. Art must be received by the 10th of the month.

Images: Please email your advertisement as a PDF or as a 300 dpi-CMYK TIFF.

Growing for Market
PO Box 75
Skowhegan, Maine 04976

Email: andrew@growingformarket.com
Web: www.growingformarket.com
800-307-8949

Email Newsletter display ads

We send **two email newsletters each month** to a rapidly growing list of **over 13,000 current and former subscribers** and others who have signed up on our website

We send an email on the **1st of each month** to coincide with the digital release of the month's magazine and let subscribers know it's available

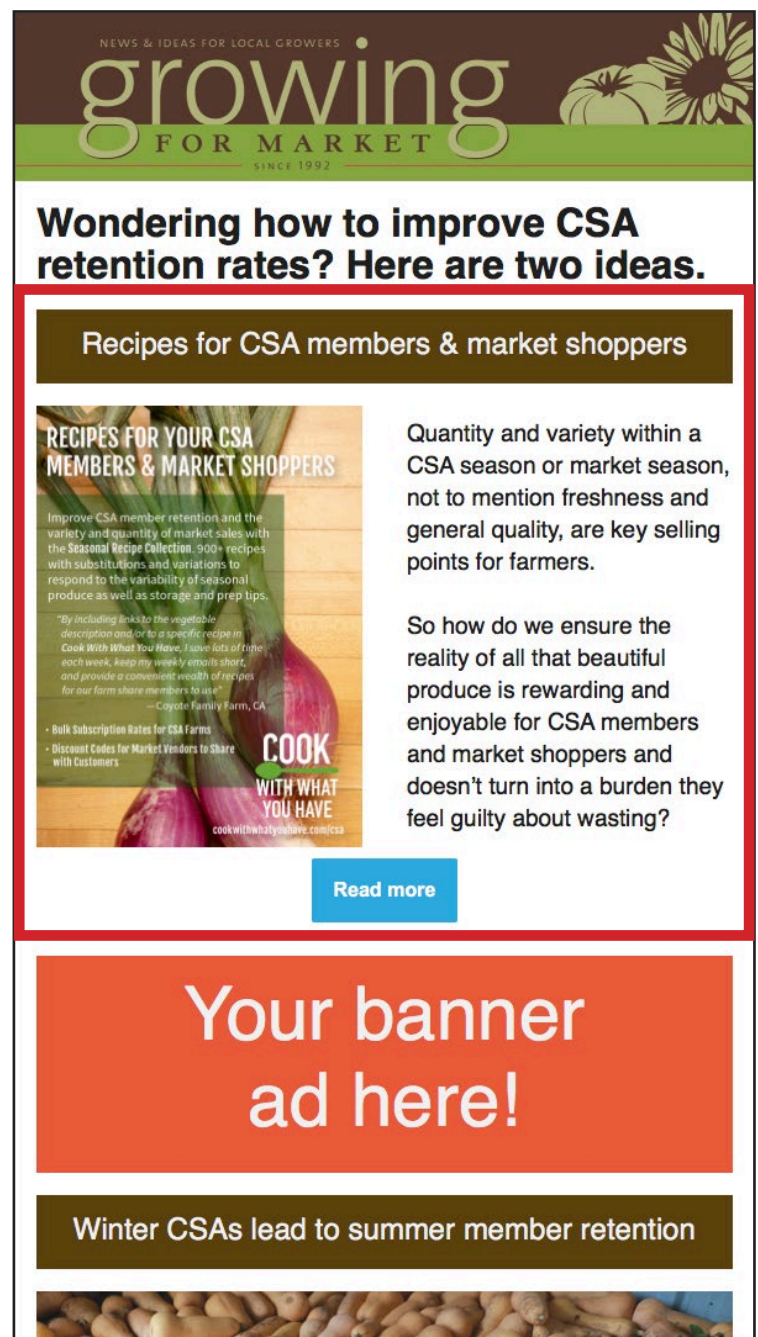
We send another email in the **middle of each month** to stay current on news and information that breaks between magazines

Box Ad (**boxed in red at right**)

- We take your creative that is roughly 3.5" X 4.75" and pair it with a short paragraph or two of text and link it to the URL of your choice
- Box ads are a great way to introduce new products, events, information, or anything else that needs explanation
- \$250 per run

Banner Ad (**red block**)

- We take your banner that is approximately 1200 X 300 and link it to the URL of your choice
- This ad is good for branding, promotion and sales that don't require explanation
- \$200 per run
- **First come first served.** There are a limited number of ad spots depending the length of the email.
- All creative must be received three days before email date.



NEWS & IDEAS FOR LOCAL GROWERS

growing

FOR MARKET

SINCE 1992

Wondering how to improve CSA retention rates? Here are two ideas.

Recipes for CSA members & market shoppers

RECIPES FOR YOUR CSA MEMBERS & MARKET SHOPPERS

Improve CSA member retention and the variety and quantity of market sales with the Seasonal Recipe Collection. 900+ recipes with substitutions and variations to respond to the variability of seasonal produce as well as storage and prep tips.

"By including links to the vegetable description and/or to a specific recipe in Cook With What You Have, I save lots of time each week, keep my weekly emails short, and provide a convenient wealth of recipes for our farm share members to use!"
—Coyote Family Farm, CA

- Bulk Subscription Rates for CSA Farms
- Discount Codes for Market Vendors to Share with Customers

COOK WITH WHAT YOU HAVE
cookwithwhatyouhave.com/csa

Quantity and variety within a CSA season or market season, not to mention freshness and general quality, are key selling points for farmers.

So how do we ensure the reality of all that beautiful produce is rewarding and enjoyable for CSA members and market shoppers and doesn't turn into a burden they feel guilty about wasting?

[Read more](#)

Your banner ad here!

Winter CSAs lead to summer member retention

Advertise online at growingformarket.com

Online ads now appear in the **left sidebar**
of every page of growingformarket.com

- Online ads are **linked to your page of choice**
- Ads shuffle every time a new page is visited so no ad lives at the bottom of the page
- We get between 25,000 and 38,000 unique visitors each month, with over 500,000 total visitors per year and **2,000,000 individual page views**
- We can swap out artwork as often as you like
- With an archive of over 1,600 articles, visitors spend time reading on our site and visit multiple pages
- Digital subscribers come to the website at least ten times a year to download the new issue
- Track the effectiveness of your ad by looking at traffic from GFM to your website or use a discount code
- Traffic from GFM to your website will improve your search engine rankings

A square ad like the one **boxed in red at right** is \$100/month. Specs: 300 X 300 px JPEG, or we can resize and reformat a larger square ad for you.

A rectangular ad like the one **boxed in red to the right** is \$185/month. Specs: 300 X 600 px JPEG, or we can resize and reformat a larger rectangular ad for you.

Or check them out live
online at
growingformarket.com

DANIEL'S DISCOUNT LABELS
Labels for Direct Marketing & Value-Added Products
All full-color labels on rolls are 25% off with free shipping!
DOWNLOAD A CATALOG: www.growingformarket.com
1-800-493-1172
info@growingformarket.com
Start Here: Quick Request Form

Growing hemp for the first time? Here are some guidelines on how to fertilize
This year, I was offered a contract by an established essential oil/tincture company to grow hemp for them. And I happen to have a field that has grown vegetables in the past but wasn't growing anything this year. So I figured, why not, and applied and got a license.
I was going to rely on my experience growing a wide variety of vegetables and flowers to figure out how to grow this new (to me) crop. But then I remembered that Concentrates Incorporated, organic agriculture specialists in Oregon, has experience consulting on many different crops, including cannabis, hailing as they are from one of the first states to legalize the many forms of cannabis. Read on for their advice on how to have a great hemp crop.

Feeding the soil: an excerpt from The Year-Round Hoophouse
In the hoophouse plants grow bigger and faster. We want to avoid anything that slows growth down. All that growing burns up the organic matter and nutrients in the soil at a fast rate, particularly in hot, humid climates. We need to replenish the soil more generously and more often than we do outdoors. Good soil health means having enough plant nutrients, not surplus. If you have too much soluble nitrogen (N), it can leach into the groundwater or burn up the organic matter. Using manure or compost for a nitrogen source can cause the build-up of excess phosphorus (P).

Two new no-till books mark the arrival of a movement
In recent years a great deal of interest has been building around the question of how to run a profitable, chemical-free farm without tillage. We all know what tillage does to soil, but the available information about how not to till on a commercial market garden scale has felt impractical or unusable, much of it geared towards home gardeners or mega grain operations in chemical monoculture. There has been, to be sure, very little in the way of guidance on how to approach a profitable, diversified no-till farm. That, however, is about to change.

Dirt to Soil
One Family's Journey into Regenerative Agriculture

FARMERS WEB
INTRODUCING FARMERSWEB'S ENTERPRISE ACCOUNT!
This new account type offers a set of advanced features for farms looking to expand their use of software to help manage their business.
BUILD YOUR ENTERPRISE ACCOUNT FROM THE FOLLOWING FEATURES:
All Basic and Unlimited plan type features plus:
Create products only select buyers can use
Customer unlimited versions of your product catalog
Product input cost tracking
Delivery route optimization
Customizable invoices & packing slips
Integration with QuickBooks Online
Integration with Crop Planning Software
Ask us about building specific features for your farm
Email info@farmersweb.com to learn more.
www.farmersweb.com

Build Your Own
Walk in Coolers with the

Growing for Market
Display Ad Insertion Order

Today's date:

Advertiser name and address:

Advertiser phone, fax, and email:

Agency name and address (if applicable):

Agency phone and email:

Who gets the invoice and tear sheet?

Which issues do you want to run in?

Ad size:

Rate:

Prepayment discount?

(Take 10% off total when you prepay for four months or more, take 15% when booking four or more months of two or more types of ads (i.e. print AND digital AND/OR email).

Position preferences:

(We'll do what we can!)

Other special considerations?

Please fax, email, or mail to:

Growing for Market, PO Box 75, Skowhegan, ME 04976

Phone: 800-307-8949

Email: andrew@growingformarket.com