

# Growing for Market Display Advertising - 2020

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

*Growing for Market*, published 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 November).

**PRINT AND ONLINE SUBSCRIPTIONS:** 5000

**SINGLE COPY/BACK ISSUES:** 400

**TOTAL PAID CIRCULATION:** 5000

**TOTAL AUDIENCE:** 15,000

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

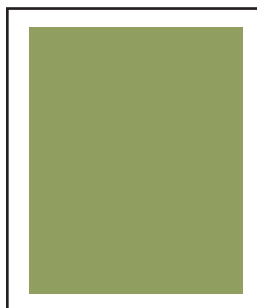
- Vegetables
- Herbs
- Berries
- Fruit
- Cut flowers
- Dried flowers
- Bedding plants
- Nursery crops
- Eggs
- Meat
- Jams, jellies, and other prepared foods
- Baked goods

[www.growingformarket.com](http://www.growingformarket.com)  
800-307-8949

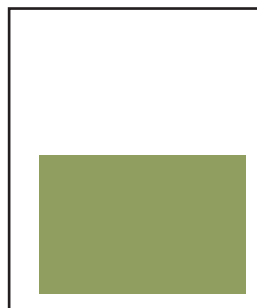


Growing for Market Display Advertising 2020 rates (per insertion)				
	10x	6x	4x	1x
Full page	\$600	\$630	\$685	\$735
1/2 page	\$300	\$315	\$345	\$375
1/3 page	\$200	\$220	\$235	\$260
1/4 page	\$150	\$165	\$185	\$200
1/6 page	\$100	\$115	\$125	\$130

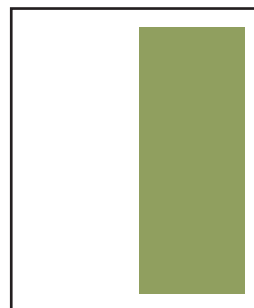
### Display ad dimensions



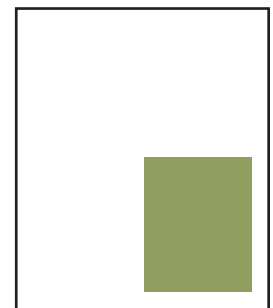
Full page  
7.25" x 9.75"



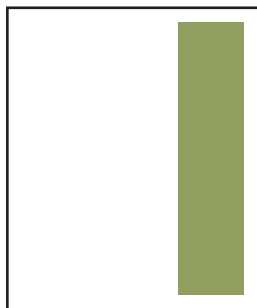
1/2 page horizontal  
7.25" x 4.75"



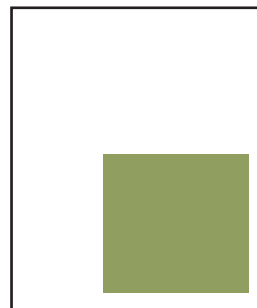
1/2 page vertical  
3.5" x 9.75"



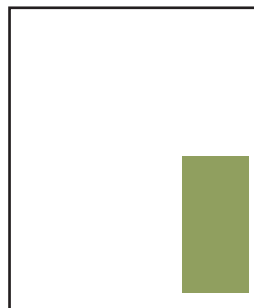
1/4 page  
3.5" x 4.75"



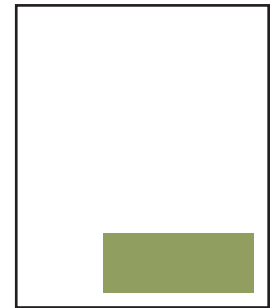
1/3 page vertical  
2.25" x 9.75"



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](mailto:andrew@growingformarket.com)  
Web: [www.growingformarket.com](http://www.growingformarket.com)  
800-307-8949

# New for 2020! E-Newsletter display ads

*Our e-newsletter isn't new but ads are a new feature*

We send **two email newsletters each month** to a rapidly growing list of **over 11,000 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 doesn'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.**

The image shows a screenshot of an e-newsletter layout. At the top, there is a header for "growing FOR MARKET" with the tagline "NEWS & IDEAS FOR LOCAL GROWERS" and "SINCE 1992". Below the header, there is a main headline: "Wondering how to improve CSA retention rates? Here are two ideas." This headline is followed by a box ad. The box ad has a dark green header: "Recipes for CSA members & market shoppers". Below this, there is a smaller image of a CSA recipe collection book titled "RECIPES FOR YOUR CSA MEMBERS & MARKET SHOPPERS". To the right of the book image, there is text: "Quantity and variety within a CSA season or market season, not to mention freshness and general quality, are key selling points for farmers." Below this text, there is a quote: "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?" At the bottom of the box ad, there is a blue button that says "Read more". Below the box ad, there is a large red banner with the text "Your banner ad here!". At the bottom of the newsletter, there is a dark green footer with the text "Winter CSAs lead to summer member retention" and a small image of potatoes.

# 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](http://growingformarket.com)

**DOWNEY'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](http://www.growingformarket.com)  
1-800-483-1372  
info@growingformarket.com  
Start Here: [Quick Request Form](#)

**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 businesses.  
BUILD YOUR ENTERPRISE ACCOUNT FROM THE FOLLOWING FEATURES:  
• All Basic and Unlimited plan type features plus:  
• Create products and select harvest calendars  
• 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](mailto:info@farmersweb.com) to learn more.  
[www.farmersweb.com](http://www.farmersweb.com)

**Dirt to Soil**  
One Family's Journey into Regenerative Agriculture

**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.

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](mailto:andrew@growingformarket.com)