

Welcome to Georgia Grown!

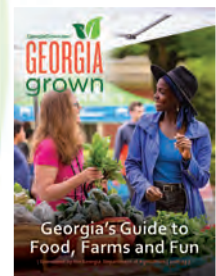


**FROM PRODUCE TO PEOPLE,
THE BEST THINGS ARE GROWN AND
RAISED IN GEORGIA.**

Advertise in Georgia's only publication that highlights our state's thriving agricultural community!

Georgia Grown magazine is the leading publication tool of the Georgia Grown Commodity Commission.

Media Kit 2023-24



Georgia Grown is a marketing, promotion and education program of the Georgia Department of Agriculture, Commissioner Tyler Harper.



Georgia Grown magazine is designed to educate, inform and enlighten readers about our agricultural community.

The Georgia Grown program is a marketing and economic development program that unites producers, processors, suppliers, distributors, retailers, agritourism directors and consumers into one community. The magazine is filled with articles and photography about Georgia's farm-to-family community and is presented in a stunning design, both in print and as an online digital edition.

Georgia Grown Magazine: The Go-to Guide to the State's Agribusiness Community

This annual guide to Georgia's farms, food, and exports will be available October 2023. This is the 12th edition of the magazine, published by the Georgia Department of Agriculture to showcase the abundant economic impact of Georgia's agricultural industry.

This year, the magazine has a distribution reaching more than 90,000 readers. In addition, *Georgia Grown* offers expanded AgriBusiness listings highlighting a range of Georgia businesses.

The magazine will be polybagged with the October 2023 issue of *Georgia Trend* magazine. Additional distribution will include:

- The Georgia National Fair at the Georgia National Fairgrounds, Perry, Georgia (GeorgiaNationalFair.com)
- Georgia Sunbelt Ag Expo, Moultrie, Georgia (SunbeltExpo.com)
- All Department of Agriculture events throughout the year

Copies of the magazine are available year-round upon request to the Georgia Department of Agriculture.

Both print and digital editions will be promoted on GeorgiaGrown.com, GeorgiaTrend.com, and *GeorgiaTrendDaily*, a daily e-newsletter distributed to more than 8,700 opt-in subscribers.

Rely on Our Publishing Expertise to Share Your Message

Georgia Trend magazine publishes *Georgia Grown* magazine for the Georgia Grown Commodity Commission in partnership with the Georgia Department of Agriculture. Our advertising team is ready to help you craft your message for the 2023-2024 edition.

Ensure your business reaches the agriculture community by advertising in Georgia Grown magazine today!





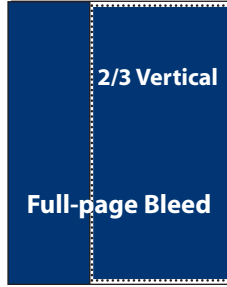
Georgia Grown Advertising Rate Card 2023-2024



Two-page Spread

Two-page Spread

Bleed: 16.25"w x 11.125"h
 Trim: 16"w x 10.875"h
 Live Area: 15.5"w x 10.375"h
 Keep all copy .25" from sides



2/3 Vertical

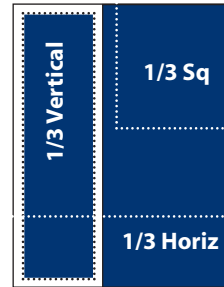
Full-page Bleed

Full-page Bleed

Bleed: 8.25"w x 11.125"h
 Trim: 8"w x 10.875"h

2/3 Vertical

4.5"w x 9.875"h
 Keep all copy .25" from sides



1/3 Vertical

1/3 Sq

1/3 Horiz

1/3 Vertical

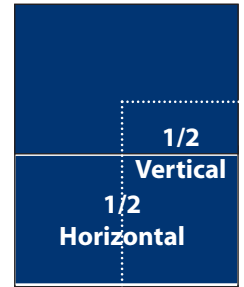
2.125"w x 9.875"h

1/3 Square

4.5"w x 4.75"h

1/3 Horizontal

7"w x 3.125"h



1/2

Vertical

1/2

Horizontal

1/2 Vertical

4.5"w x 6.75"h

1/2 Horizontal

6.875"w x 4.75"h

Ad Rates

Spread:	\$11,400
Full Page:	\$6,300
2/3 Page:	\$5,100
1/2 Page:	\$3,950
1/3 Page:	\$2,700

Premium Positions

Cover 2 (Inside Front Cover):	\$7,000
Cover 3 (Inside Back Cover):	\$6,900
Cover 4 (Back Cover):	\$7,250
Gatefold or Insert Premium Positions:	Call for Rates

**Ad space rates are Member Rates. Non-members add 10%.*

Call (770) 558-8703 and reserve your ad space early for best placement!

Advertising Deadlines

Space Reservation Due:	July 17, 2023
Ads Needing Design Materials Due:	July 23, 2023
Final Ads PDFs Due:	August 1, 2023
Publication Date:	October 1, 2023

File Specifications

Email final digital materials to Cheryl@GeorgiaTrend.com

Specifications: The final trim size of *Georgia Grown* is 8" x 10.875". Allow at least .125" bleed all sides. Keep all text and logos at least .375" inside trim. Final file should be in PDF/X-1a (2001) format, CMYK, 300 DPI or higher. All fonts must be embedded. File must be exact size of ad. Prior to final PDF preparation, ensure that original graphic elements (.pdf, .eps, .tif) are high resolution (300 DPI) and B&W line art (.ai) is 1200 DPI; convert all images to CMYK or grayscale. Please flatten all transparencies. Please provide a screen-quality PDF as a confirmation proof of your ad. Compress/ZIP final ad file prior to emailing.

Questions? Please email Cheryl Cromer, Special Projects Manager, at Cheryl@GeorgiaTrend.com. Thank you!

*Advertising in Georgia Grown is subject to policies, mechanical requirements, and rates specified on current rate card. Submission of copy is the responsibility of the advertiser. Advertiser is liable for cost of contracted space not used; space will be allocated at the publisher's discretion. In the event of non-payment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for costs due to the publisher. Cancellations not accepted after closing date. Cover contracts cannot be cancelled. *Non-member rates: Add 10%.*



Reserve your space today!

Contact the Georgia Grown Ad Sales Team

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