

Reach Food Co-ops Across North America



“ Cooperative Grocer is the perfect complement to the standard industry publications. ”



Advertise in the Cooperative Grocer

“ Cooperative Grocer offers a unique slant on our business.

Our staff and board of directors read it closely.

We appreciate the research and broad perspective, and the statistics have been invaluable.”

If you want to reach cooperative retailers throughout North America, **Cooperative Grocer** is ideally suited for your purpose.

Cooperative Grocer is distributed throughout the U.S. and Canada to cooperatively owned food retailers. It is the trade magazine for co-op managers, buyers, directors and other leaders of these businesses. The editorial copy is aimed at improving all aspects of retail operations and governance. And the advertising copy complements our professional, trade focus.

Cooperative Grocer has been published since 1985. Read closely and received enthusiastically by cooperative retailers, the magazine is reaching nearly all the 350 stores in its target audience. Bi-monthly circulation is 2,200.

Cooperative Grocer is published six times annually. Our advertising rates are very reasonable. And advertisers earn discounts of 10 to 20 percent when they advertise in three or six editions.

Cooperative Grocer provides your best means for reaching retail co-ops everywhere. We are eager to help you market your products and services to retail cooperatives.



PAULA KELLER PHOTOGRAPHY

“ Cooperative Grocer should be read and utilized by all natural food retailers, co-op and otherwise. The articles are always relevant to managerial oversight.”

Rates and Discounts

BLACK AND WHITE	Single ad price	3-issue contract (3 issues in 1 year) 10% discount	1 year contract (6 issues in 1 year) 20% discount
Full page	\$770	\$693	\$616
1/2 page	\$528	\$473	\$424
1/3 page	\$396	\$358	\$319
1/4 page	\$308	\$275	\$248
1/6 page	\$253	\$231	\$204
1/8 page	\$187	\$171	\$149
Classified display	\$75		
Classified listing	\$75 <i>maximum 175 words</i>		

TWO COLOR

Each issue, there is a designated second color available; ask your ad rep for details. Add \$100 to the black and white price.

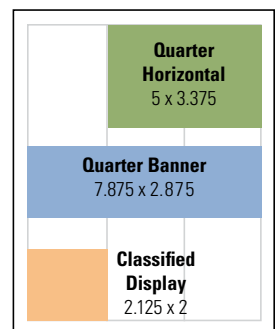
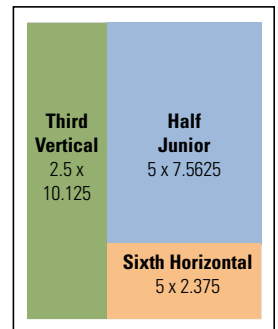
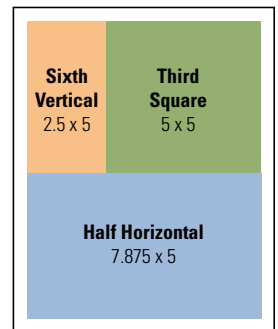
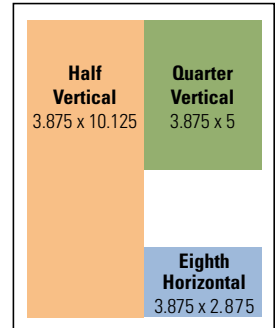
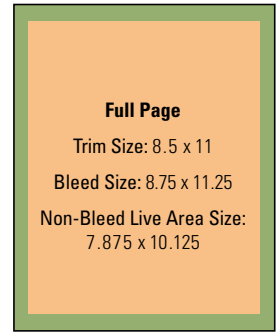
FOUR COLOR

Back cover*	\$1694	\$1525	\$1355
Inside front or inside back cover*	\$1540	\$1386	\$1232
Full page inside	\$1320	\$1188	\$1056
1/2 page	\$990	\$891	\$792
1/3 page	\$743	\$671	\$600
1/4 page	\$495	\$446	\$396

*Full page only.

Advertising Deadlines

Edition	Ad Close Date	Ad Materials Due	Publication Date
January-February	November 25	November 30	January 1
March-April	January 25	January 30	March 1
May-June	March 25	March 30	May 1
July-August	May 25	May 30	July 1
September-October	July 25	July 30	September 1
November-December	September 25	September 30	November 1



Ad Requirements and Terms

“Every edition has at least one article that relates to a project we’re working on.”

Ad materials must be received no later than five days after the closing date.

Materials may be sent:

- in electronic format (as an email attachment or on CD). If emailing, please use a compression program such as Stuffit and save in .sit or .sit.hqx format.
- as a positive velox or laserprint (if the ad does not contain halftones or screens)

We accept the following formats:

- Adobe Illustrator 10.x EPS—please convert all fonts to outlines.
- High-resolution (300 to 600 dpi) JPG files with minimal compression.
- Adobe Acrobat PDF—please be sure your image files are 300 dpi final size, fonts are embedded, and all images are CMYK or grayscale (not RGB).
- Adobe InDesign 2.x—please include all printer and screen fonts used, including those in placed EPS files, a laser proof or PDF proof of the ad, and all placed graphics.
- QuarkXPress 6.x—please include all printer and screen fonts used, including those in placed EPS files, a laser proof or PDF proof of the ad, and all placed graphics.

See below for shipping and email addresses. Ad billing invoices are mailed with the issue in which the ad appears, with 30 day terms. Rates are net to *Cooperative Grocer*.



BANDI EASTER PHOTOGRAPHY



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Cooperative Grocer

FOR RETAILERS AND COOPERATORS

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