

# 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.



2026 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**

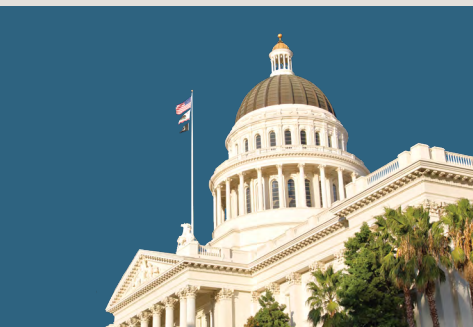
Your ad reaches an audience that is difficult to target, but highly valuable.

**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.



# Editorial Calendar 2026

**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:** Rising Stars of the Industry; New Laws; Incoming Illuminator Headlite Profile; Independent Operators Symposium

## ISSUE 2

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

## ISSUE 3

**Features:** Gather California Preview; Select articles from Gather California presenters; CGA Educational Foundation Scholarship recipients

**Bonus Distribution:** Gather California

## 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/](https://cagrocers.com/resources/publications/california-grocer-archive/)



## BUYERS' GUIDE

**Features:** 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**  
Former Chief Executive Officer  
Bristol Farms

San Francisco

Oakland

Fresno

Bakersfield

Los Angeles

Anaheim

San Diego



## Effective January 1, 2026

ADVERTISING INSERTION SCHEDULE		
Issue	Reserve by	Material Due
1 (Mar.)	Feb. 6	Feb. 20
2 (Jun.)	May 8	May 22
3 (Sept.)	Aug. 7	Aug. 21
<b>Buyers' Guide</b>	<b>Sept. 25</b>	<b>Oct. 9</b>
4 (Dec.)	Nov. 6	Nov. 20

	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.

### ADVERTISING ADD ONS

**Premium Placement**  
\$200

**Back Cover Placement**  
\$350

**Bleed**  
No charge

**Black & White**  
10% discount

### 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:**

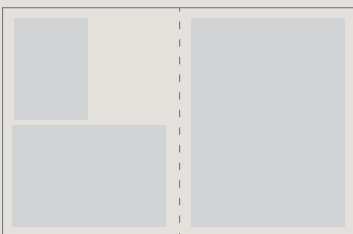
Brad Maur  
CMB Design Partners  
brad@cmbdesign.com

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.

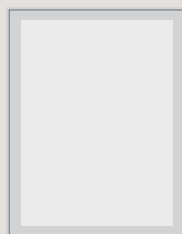
### AD SIZES



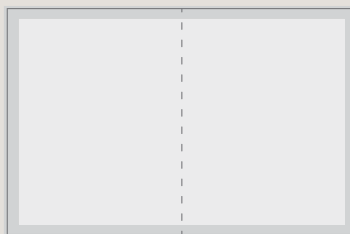
**Quarter Page**  
3.625" x 4.75"

**Half Page**  
7.5" x 4.75"

**Full Page**  
No Bleed  
7.5" x 9.75"



**Full Page Bleed**  
Bleed: 8.75" x 11.25"  
Trim: 8.5" x 11"  
Live Area: 7.5" x 9.75"



**Spread**  
Bleed: 17.5" x 11.25"  
Trim: 17" x 11"  
Live Area: 16" x 9.75"

**California Grocers Association**  
1005 12th Street, Suite 200  
Sacramento, CA 95814  
P: 916.448.3545  
F: 916.448.2793  
cagrocers.com



# Digital Advertising

## “FLASH REPORT” WEEKLY LINKEDIN SPONSOR

Take advantage of this exclusive opportunity to sponsor the weekly Flash Report posted to CGA’s LinkedIn profile. These weekly posts will cover topics like industry news, CGA happenings and events, government relations updates, and an overall preview of the week ahead. With more than 4,500 followers, your brand will be top of mind for the California grocery LinkedIn community.

### BENEFITS:

- Company recognition on all CGA channels where Flash Report is mentioned:
  - Website
  - *Checkout* e-Newsletter
  - *California Grocer* Magazine
  - Informational e-blasts
  - More
- Your company tagged in weekly LinkedIn post.

**PRICE: \$10,000 (January-December)**

## SPONSORED E-BLASTS OPPORTUNITY\*\*

Our e-Blasts are specifically targeted to reach key decision-makers in the grocery industry. With remarkable open rates, this exclusive opportunity is the perfect way to connect with CGA’s extensive database.

### BENEFITS:

- Maximum visibility through exclusive sponsorship opportunity.
- Deliver your message directly to the inbox of decision-makers and members.
- Ability to direct readers to your website landing page.

**PRICE: \$5,000**

\*\* Advertorial guidelines: Content should include practical, useful information in which the member would find value, independent of the advertiser. The overall message and tone should not be promotional in nature. The Association reserves the right to edit or alter content as is deemed necessary to provide maximum value for members.

## PODCAST SPONSORSHIP OPPORTUNITIES

The California Grocers Association is ecstatic to announce CGA Radio, our new podcast for grocery and food industry professionals. Together, we’ll explore the people, ideas, and brands shaping California’s grocery community. Tune into CGA Radio on Apple Podcasts, Spotify, Google Podcasts, and Android. Take advantage of this unique opportunity to get through to decision makers using a fresh new medium.

### BENEFITS:

- Company recognition on all CGA channels where podcast is mentioned:
  - Website
  - *Checkout* e-Newsletter
  - *California Grocer* Magazine
  - Informational e-blasts
  - More
- Company recognition in each podcast episode description
- Pre-roll, mid-roll, or post-roll advertising opportunities

**PRICE: Pre-Roll (\$6,500) Mid Roll (\$4,500)  
Post Roll (\$2,500)**



## 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 e-Newsletter Sponsored Content\*\*:** Take advantage of this opportunity to expand your reach and impart your knowledge to CGA members on a sponsored topic that would prove valuable and informative to our membership base through our weekly Checkout e-Newsletter. With a 42% open rate, Checkout’s dedicated readership will ensure your message meets your target audience.

**PRICE: \$1,000/weekly e-Newsletter**

## 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.

## AD SIZES



**Checkout Banner**  
590 x 90 pixels

**Checkout Block**  
300 x 250 pixels

**Buyers' Guide Banner**  
728 x 90 pixels

**Buyers' Guide Block**  
300 x 600 pixels

## PRICING

CHECKOUT	2 MONTHS	6 MONTHS	12 MONTHS
Banner Ad	\$2,500	\$5,000	\$8,000
Block Ad	\$2,000	\$4,500	\$7,500

DIGITAL BUYERS' GUIDE	2 MONTHS	6 MONTHS	12 MONTHS
Banner & Block Ad on search and contact info pages	\$2,000	\$4,000	\$6,000

COMBINATION ADS	2 MONTHS	6 MONTHS	12 MONTHS
Pick Any Two Options	\$4,000	\$8,000	\$12,000
Pick Any Three Options	\$5,500	\$9,500	\$13,500

## 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.

CHECKOUT: **36%**  **OPEN RATE**



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

- Whorton Marketing & Research

# ADVERTISING COMMITMENT FORM

CALIFORNIA GROCER PRINT 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

**Advertising Add Ons:**

Premium Placement: \$200  
 Back Cover Placement: \$350  
 Black & White: 10% discount

OTHER DEDICATED SPONSORSHIPS			
LinkedIn	\$10,000		
E-Blast	\$5,000		
Podcast	Pre-roll	Mid-Roll	Post-Roll
	\$6,500	\$4,500	\$2,500

CHECKOUT	2 MONTHS	6 MONTHS	12 MONTHS
Banner Ad	\$2,500	\$5,000	\$8,000
Block Ad	\$2,000	\$4,500	\$7,500

DIGITAL BUYERS' GUIDE	2 MONTHS	6 MONTHS	12 MONTHS
Banner & Block Ad on search and contact info pages	\$2,000	\$4,000	\$6,000

\* Purchase 6 months or more , and receive half page advertisement in the printed Buyers' Guide for \$500.

CHECKOUT & DIGITAL BUYERS' GUIDE COMBINATION	2 months	6 months	12 months
Pick Any Two Options	\$4,000	\$8,000	\$12,000
Pick Any Three Options	\$5,500	\$9,500	\$13,500

	AD SIZE	COLOR	POSITION	AD COST
<input type="radio"/> Issue 1	_____	_____	_____	_____
<input type="radio"/> Issue 2	_____	_____	_____	_____
<input type="radio"/> Issue 3	_____	_____	_____	_____
<input type="radio"/> Issue 4	_____	_____	_____	_____
<input type="radio"/> Buyers' Guide	_____	_____	_____	_____
<input type="radio"/> Digital Buyers' Guide	_____	_____	_____	_____
<input type="radio"/> Checkout	_____	_____	_____	_____
<input type="radio"/> LinkedIn	_____	_____	_____	_____
<input type="radio"/> E-Blast	_____	_____	_____	_____
<input type="radio"/> Podcast	_____	_____	_____	_____

**BILLING INFORMATION:**

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**PAYMENT:**

Total Amount: \_\_\_\_\_  Invoice me  Check (payable to California Grocers Association)

Visa  MasterCard  American Express  Discover

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_ CVV \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ SIGNATURE \_\_\_\_\_

**QUESTIONS?** Contact Sunny Porter at (916) 448-3545 or sporter@cagrocers.com.