

2024 MEDIA KIT

CITRUS INDUSTRY

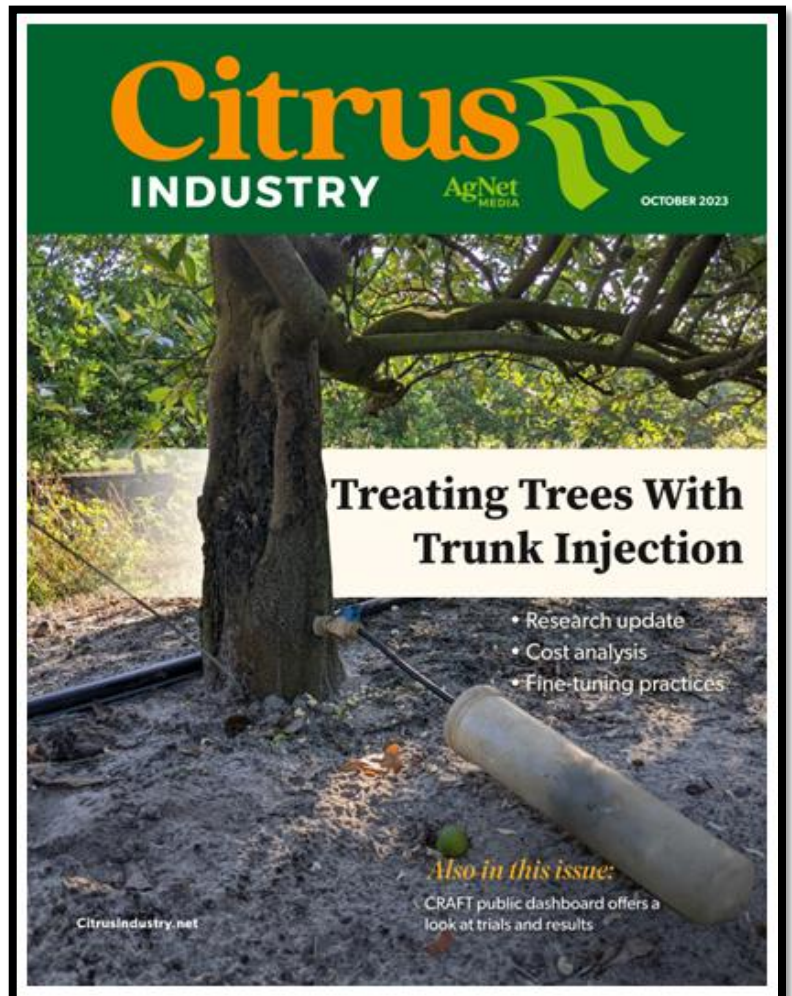
Frequency
Monthly

Circulation
6,219

In-State Editors
3

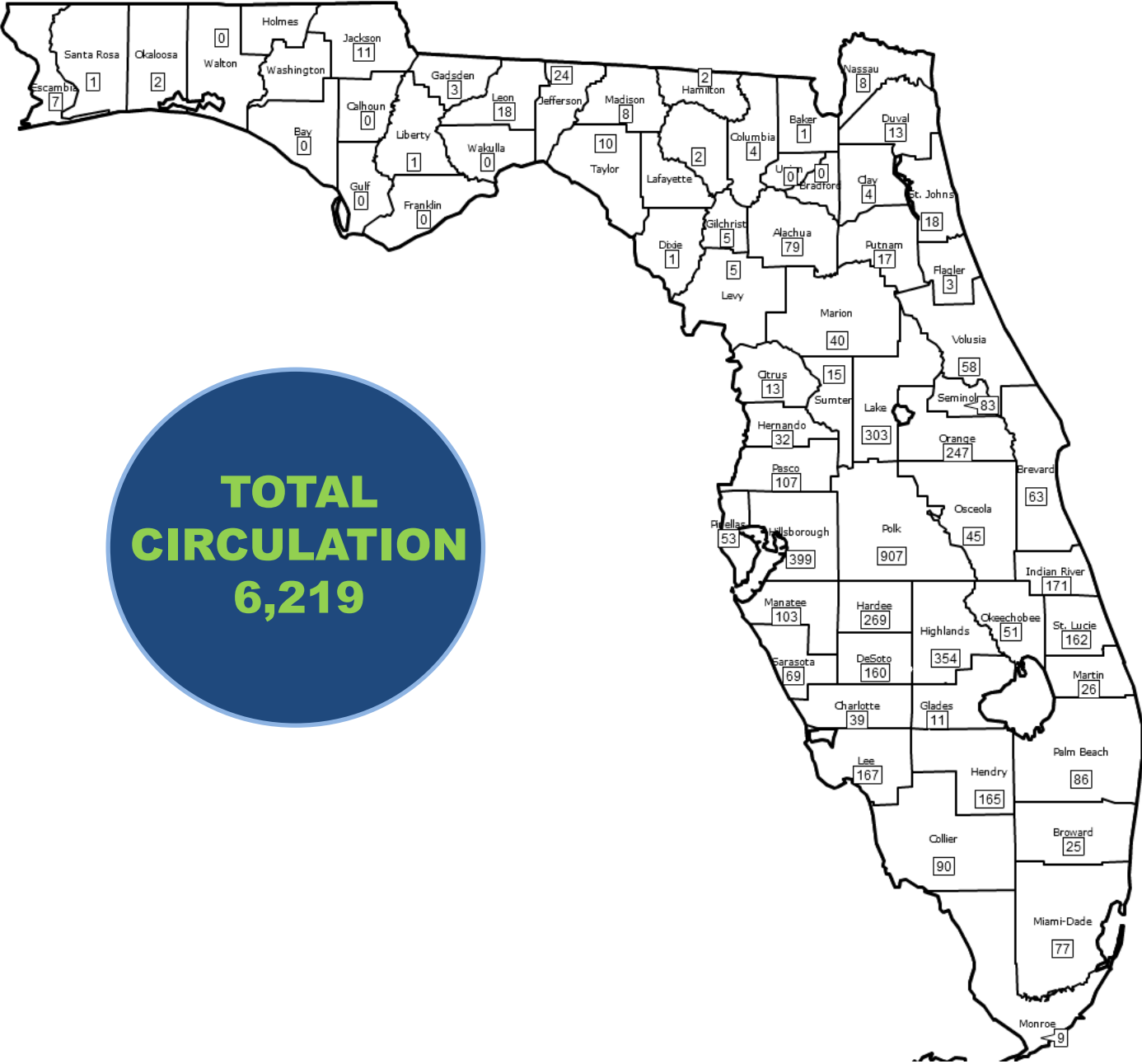
ROP Splits
None

Insert Splits
Full Run Only



CIRCULATION MAP

**TOTAL
CIRCULATION
6,219**



CIRCULATION BY COUNTY

<u>County</u>	<u>Circulation</u>
Alachua	79
Baker	1
Bay	0
Bowling Green	0
Bradford	0
Brevard	63
Broward	25
Calhoun	0
Charlotte	39
Citrus	13
Clay	4
Collier	90
Columbia	4
Columbus	1
Dade	1
Desoto	160
Dixie	1
Duval	13
Escambia	7
Flagler	3
Franklin	0
Gadsden	3
Gilchrist	5

<u>County</u>	<u>Circulation</u>
Glades	11
Gulf	0
Hamilton	2
Hancock	1
Hardee	269
Hendry	165
Hernando	32
Highlands	354
Hillsborough	399
Indian River	171
Jackson	11
Jefferson	24
Lake	303
Lee	167
Leon	18
Levy	5
Liberty	1
Madison	8
Manatee	103
Marion	40
Martin	26
Monroe	9
Miami-Dade	77
Nassau	8

<u>County</u>	<u>Circulation</u>
Okaloosa	2
Okeechobee	51
Orange	247
Osceola	45
Oviedo	0
Palm Beach	86
Pasco	107
Pinellas	53
Polk	907
Putnam	17
Santa Rosa	1
Sarasota	69
Seminole	83
St. Johns	18
St. Lucie	162
Sumter	15
Suwannee	2
Taylor	10
Volusia	58
Union	0
Villages	1
Wakulla	0
Walton	0

State Totals

Florida	4,642
Other States:	1,576
International:	<u>1</u>
Total:	6,219

2024 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

<u>Issue Dates</u>	<u>Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at Noon</u>	<u>Editorial Themes</u>
January	1/9/24	11/27/23	12/11/23	Short and Long-Term HLB Solutions
February	2/6/24	12/28/23	1/12/24	Assessing Tree Health
March	3/5/24	1/26/24	2/9/24	Practices to Improve Soil Health
April	4/4/24	2/27/24	3/12/24	New Grove Establishments
May	5/6/24	3/28/24	4/11/24	Citrus Pest Management
June	6/5/24	4/26/24	5/10/24	Citrus Achievement Award
July	7/3/24	5/27/24	6/10/24	New Root Stocks and Varieties
August	8/6/24	6/27/24	7/12/24	Citrus & Specialty Crop Expo / Disease Management
September	9/13/24	8/6/24	8/20/24	Fertilizer and Nutrition Best Practices
October	10/4/24	8/28/24	9/11/24	Antimicrobials, Peptides and Application Methods
November	11/5/24	9/27/24	10/11/24	Irrigation Management
December	12/4/24	10/24/24	11/7/24	New Equipment and Technology in Citrus

All closing dates listed are for ROP (run of press) placements.

All insert and Cover Wrap materials are due three weeks prior to the issue date.

AD SPECS

Color Specs: CMYK

Maximum Ink Density: 280%

All B&W print must be 100% true black, not a 4C-processed black.

Ad Sizes (width x height)

1/6 Page Horizontal =	4.625" x 2.5"
1/6 Page Vertical =	2.18" x 5"
1/4 Page =	4.625" x 3.625"
1/2 Page Horizontal =	7.125" x 5"
1/2 Page Vertical =	4.625" x 7.5"
Jr. Page (2/3 Page) =	4.625" x 10"
Full Page (no bleed live area) =	7.875" x 10.05"
Full Page (no bleed trim) =	8.25" x 10.625"
<i>Full Page (w/Bleed) =</i>	<i>8.625" x 11.125"</i>
Full Page Spread (trim size) =	16.75" x 10.875"
<i>Full Page Spread (w/Bleed) =</i>	<i>17" x 11.125"</i>

Column Measurements:

1 column =	2.18"
2 columns =	4.625"
3 columns =	7.125"
4 columns =	8.25"

Hard Copy Address:

5700 SW 34th Street - Suite 1307A

Gainesville, FL 32608

Attn: Robin Loftin

MEDIA REQUIREMENTS / ACCEPTED FORMATS

High-resolution, press-ready PDF files preferred. Please provide a color proof for each ad submission.

All photos must be saved at 300 dpi.

Files up to 20mb can be emailed to: **RobinLoftin@AgNetMedia.com** and copies to both:
Lisa@aAgNetMedia.net and **anne@jlfarmakis.com** Files larger than 20MB can be sent via
WeTransfer (a free internet service): www.WeTransfer.com

Ask your Farmakis Sales Representative about Cover Wraps, Inserts, Sponsorships, and other high impact units.

