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The Packer

For Immediate Release

The Packer Boosts Targeted Circulation 40%

Lenexa, Kan. (Nov. 3, 2016)—The Packer, the most respected media brand in the fresh produce industry, announced today that it is increasing its weekly newspaper circulation by nearly 40%—from 13,000 to 18,000 copies. The circulation increase will be effective with the Dec. 5 issue.

“We’ve carefully analyzed circulation across the produce publishing landscape. The Packer will now reach more retailers, food service buyers, wholesalers and distributors than any other publication in the produce market,” said Shannon Shuman, Vice President and Publisher of Produce for Farm Journal Media. “This increase in circulation allows advertisers to reach the entire buying market in one print publication versus overlapping buys in multiple publications. The end result is a much more effective, impactful advertising spend.”

For nearly 125 years, The Packer has been the voice and heartbeat of the produce industry—and stands today as the only news publication covering the fast-paced industry on a weekly basis.

In September, the company reintroduced the Produce Retailer brand, including a bold new magazine design, new targeted circulation and crisp new look and feel. This brand’s new position is “for the Savvy Produce Executive”—all reflective of the quality expected from those who drive produce buying.

At the recent Produce Marketing Association’s “Fresh Summit” in Orlando, Fla., The Packer also unveiled its new Produce Market Guide to serve the produce industry as the first one-stop sourcing platform for buyers and sellers to connect in a modern, mobile-friendly format.

“We recognize The Packer is the No. 1 media brand in fresh produce and we want to build on that, with print, digital, the new look of Produce Retailer and the Produce Market Guide,” said Jeff Pence, Division President for Farm Journal. “We plan to make other investments in our products to better serve readers and businesses in the vital fresh produce market.”

About Farm Journal Media

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 139 years ago with the pre-eminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; five nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.