



Official Publication of the Northland Potato Growers Association

Editorial Calendar

Rebranded and refreshed, the grower-owned *Northland Potato Grower (NPG)* magazine informs with content featuring top-class research, marketing and education endeavors, all while reflecting the livelihoods of a proud potato-supportive region — built by generations of hard-working, industrious North Dakota and Minnesota agricultural families, laborers and community partners on some of the world’s richest, productive black soil.

NPG magazine’s useful, concise and timely editorial and advertising content effectively reaches and informs an actively honed **national subscriber network** of industry participants, observers, suppliers and admirers. We target and speak to the potato industry’s *process, fresh, seed and chip* segments and their supporters. You’ve found your audience. **HERE.**



Welcome!

Watch for added advertising and editorial emphasis in 2025’s Northland Potato Grower issues:

January
Processing
Potato Associates

February
Chip Potatoes
Intl. Crop Expo preview

March
Seeding / Planting
NPGA 2025 honorees

April
Plant Health
Grower Health

May/June
Women & Potatoes
Technology

July/August
Field Day previews
Storage / Harvest

September/October
Harvest
Fresh Growers
Potato Bowl USA
preview

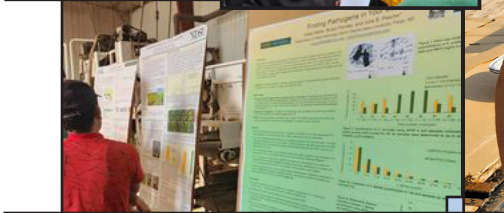
November/December
Seed Potatoes
Seed Growers &
Varieties



**We’ve got
YOUR
audience
COVERED.**



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EXPAND YOUR DIGITAL REACH . . .
by using Northland Potato Grower ePub feature
on our magazine's website: NPGmag.com

“From improved formatting options to interactive elements such as multimedia content and embedded links, our ePub platform provides a dynamic and engaging reader experience for your audience. Additionally, with our advanced analytics tools, you can track your performance of your ePub content and make data-driven decisions to further optimize your digital reach. Whether you are looking to promote your products and services, distribute important information, or simply engage with your audience in a more meaningful way, our enhanced ePub features are designed to help you achieve your digital marketing goals. We understand the importance of staying relevant and connecting with your audience in today’s digital landscape, and we are dedicated to providing you with the tools and resources you need.”

Joe Cozart, Sales Manager
Northland Potato Grower magazine

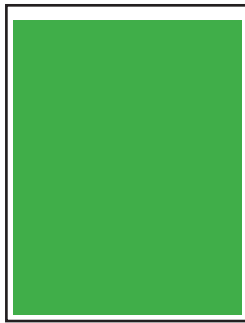




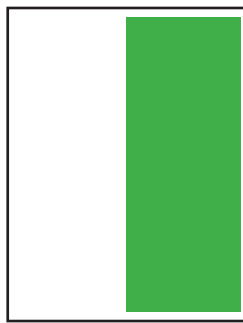
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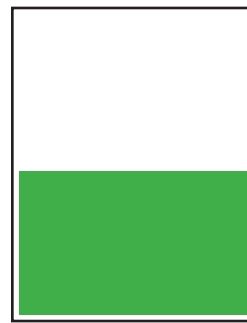
Full page w/ bleed
8-1/2" wide by 11" deep
Add 1/8" bleed on *all* sides to allow for trim



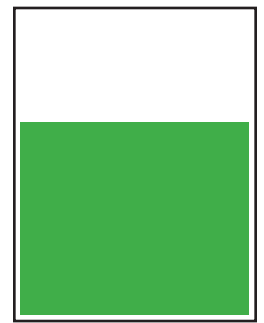
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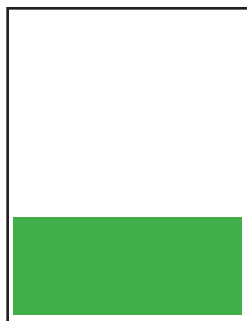
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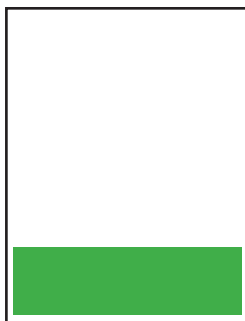
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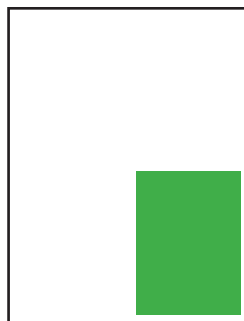
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1/3 page horizontal
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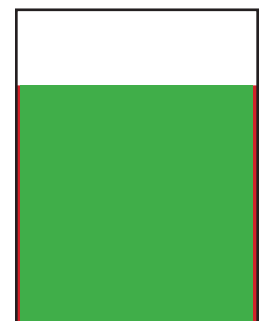


1/4 page horizontal
7-1/2" wide x 2-1/2" deep



1/4 page vertical
3-5/8" wide by 4-3/4" deep

EMAIL CAMERA-READY ADS
in PDF or JPG format
to **Joe Cozart** at vpgsales@nppga.org
Ads must be in high resolution
*** 300 dots per inch (dpi) or greater ***



Back page square w/ bleed
8-1/2" by 8-1/2"



Magazine center spread w/ bleed - 19" wide x 11" deep
Add 1/8" bleed to all sides to allow for trim - Call for price

*** AD DEADLINES ***

TO RESERVE AD SPACE

* Noon Central Time on 3rd day of month preceding publication

TO SUBMIT PUBLICATION-READY ADS FOR SPACE PREVIOUSLY RESERVED

* Noon Central Time on 6th day of month preceding publication

Advertising Rates			
SIZE	1x - 4x	5x - 8x	9x - 12x
Full page	\$2760	\$2550	\$2360
2/3 page	\$2090	\$1940	\$1800
1/2 page	\$1560	\$1450	\$1350
1/3 page	\$1160	\$1070	\$1000
1/4 page	\$900	\$840	\$780
Back square	----- SOLD OUT / 2025 -----		
All ads full color			

AUCTION / FOR SALE / HELP WANTED ads | MAGAZINE INSERTS | ADVERTORIALS | POTATO BYTES weekly digital newsletter
Please contact NPG magazine Sales Director Joe Cozart for details about these options.

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