

INDEPENDENT GROCER MAGAZINE

Volume 2 / Issue 2 • Summer 2024

With **three seasonal issues a year**, this publication highlights industry trends, success stories and other topics impacting independent grocers, a sector that represents a third of all grocery sales, more than \$250 billion annually. NGA and its community of nearly 2,000 member companies take on the challenges of a dynamic industry, from Main Street to Capitol Hill. *Independent Grocer* reaches owners, executives and managers of retailers and wholesalers across NGA's membership.

Coming soon in the Summer 2024 issue of Independent Grocer...

EXECUTIVE PROFILE: DAN FUNK

Dan Funk is president and CEO of Kansas City, Kan.-based Associated Wholesale Grocers Inc., a role he took on following last December's retirement of David Smith after more than two decades with the cooperative wholesaler. Funk joined AWG as president of subsidiary Valu Merchandisers Co. in October 2012 after holding numerous food retail and wholesale positions for leading independent and chain grocers, ascending to COO before ascending to the presidency. Funk shares insights from his years in the industry, his management philosophies and his outlook for the industry.

COMPANY PROFILE: SUPERIOR GROCERS

A cornerstone of communities across Southern California, the Central Valley and most recently Nevada, Superior Grocers started in 1981 with just one store and has grown to encompass 73 locations. The company demonstrates an unwavering commitment to providing superior quality, superior variety and superior value, and now brings that commitment to its first store outside the Golden State after recently launching a supermarket in Las Vegas. Company President Richard Wardwell and his management team discuss their core values and their commitment not just to doing business in the communities they serve, but making a difference.

PLUS:

- October is **Cybersecurity Month** – are your systems up to the task?
- Effective techniques for **workforce development**
- How independent grocers are influencing **store design**
- A look at the **trends you should be following this fall**
- **Financial outlook** from FMS Solutions
- **Marketing** standouts from NGA's Creative Choice Awards
- A preview of the **Executive Conference and Public Policy Summit**
- A look ahead to the **2025 NGA Show**
- Recaps of the **Fly-In for Fair Competition** and **Store Operations Summit**

... and more great content offering insights, ideas and opportunities for independent grocers!

DISTRIBUTION:



Reach CEOs and their c-suite team! Over 5,000 copies of the physical magazines will be distributed to retail and wholesale decision makers within the NGA membership.



Copies will also be distributed at NGA signature events throughout the year.



A digital version of the guide will be available on the NGA website and included in NGA's e-newsletter, Express Lane, on a quarterly basis for members to download and view.

NGA proudly represents independent community grocers located in every congressional district across the country, and the grocery wholesaler distributors that service them. NGA works to ensure ongoing economic advancement and prosperity for independent community grocers throughout North America and remains the only trade association exclusively focused on representing the independent sector of the food industry. Join us as we support and celebrate the independent supermarket industry!

At the
HEART
of the community

LISTING OPTIONS

Size	Single Issue*	Non-Member Rate	Yes! Sign me up for:
Full Page	\$3,000	\$3,600	<input type="checkbox"/>
Half Page	\$1,850	\$2,220	<input type="checkbox"/>
Quarter Page	\$1,250	\$1,500	<input type="checkbox"/>
Inside Front Cover	\$4,500	Reserved for NGA Members	<input type="checkbox"/>
Inside Back Cover	\$4,500	Reserved for NGA Members	<input type="checkbox"/>
Back Cover	\$5,000	Reserved for NGA Members	<input type="checkbox"/>
One Page Advertorial	\$6,000	\$7,000	<input type="checkbox"/>

For the Advertorial, showcase your company's thought leadership on an industry specific topic, trend or best practice in our Marketplace Insights section. This content should be 300-750 words and may also include pictures and graphics within the body of the post. Content must be applicable to the supermarket industry and final approval of topic is subjected to NGA's editorial team.

*** Bundle and Save! Reserve your space today for all 3 issues of the magazine and save 10%.**

PAYMENT INFORMATION

NGA Member? Yes No

Company Name: _____

Contact Name: _____

Contact Title: _____

Contact Email: _____

Contact Phone: _____

Credit Card: American Express Mastercard Visa

Name on Card: _____

Card Number: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Authorization Signature: _____

Please invoice my company.

Ads won't be placed in magazine until payment is received

AD SPECIFICATIONS



Full Page Ad
Size: 7.625" w x 10.12" h
no crop marks, no bleeds

Half Page Ad
Size: 7.625" w x 4.9" h
no crop marks, no bleeds

Quarter Page Ad
Size: 3.6" w x 4.9" h
no crop marks, no bleeds

July 10, 2024 - Ad space reservation deadline
July 17, 2024 - Art deadline

For questions, contact Anita Nuñez Cepollaro at ancepollaro@nationalgrocers.org

! CMYK artwork should be submitted in high resolution (300 dpi) PDF format. **Low resolution ads will result in pixelated print reproduction.**

Please submit insertion forms and any additional artwork to <https://spaces.hightail.com/uplink/nationalgrocers> by no later than July 17, 2024.

National Grocers Association
601 Pennsylvania Ave, NW • North Building, Suite 375
Washington, DC 20004
202-938-2570