



Pecan South

Media Kit 2026



About Pecan South

What is *Pecan South*?

Pecan South is the pecan industry's leading publication. Published monthly, *Pecan South* is a must read for growers, shellers, and enthusiasts. From growing tips to the latest scientific research to recipes, *Pecan South* gives readers the necessary information and tools to make smart decisions and changes in both their business and lives.

In addition to our flagship publication, Pecan South also produces two special edition magazines—*Nuez Sureña* and *Pieces of Pecan*. Responding to reader requests, *Pecan South* partners with local groups and scientists; gathers content from the U.S., Mexico, and Latin America, and publishes it all once a year in *Nuez Sureña*, a free digital edition.

Pieces of Pecan is a magazine that showcases our favorite nut to consumers, dietitians, chefs, and foodies. It features the latest nutritional findings, pecan recipes, and lifestyle articles, including profiles on industry members and articles on pecan-related activities, travel destinations, and innovations. Freely accessible online, *Pieces of Pecan* also appears as a printed magazine at Farmers Markets, local retail stores, various food shows, promotional events, and more.

Pecan South is so much more than a magazine. We're also a digital archive where growers and industry members can find educational resources over the last 55 years. Our social media and email newsletters provide additional tools and news for the industry.

Who are our readers?

From pecan enthusiasts to horticulture specialists to farmers and equipment manufacturers, *Pecan South* subscribers are a diverse group spread across six continents but all connected through their love of pecans and drive to see the industry grow.

Who is the staff?

Blair Krebs

Publisher; Director of Sales & Marketing
P 979.846.3352
E blair@tpga.org

Sarah Dieringer

Managing Editor
P 979.846.3352
E sarah@tpga.org

What do our readers say?

“I love your magazine so much! I read every single article, and it's so informative!”

—Theresa W.

“I love the magazine! I read every word.”

—Leon S., Arkansas

“*Pecan South* is a great resource for growers, both seasoned and beginning, to stay in touch with what is going on within the industry and keep informed of information that they need to know to improve their operations.”

—Charles R., Oklahoma

“I have a small farm at St. Albans on the MacDonald River just north of Sydney with 130 pecan trees. They are now about 30 years old. I have been getting your magazine for many years and find the articles in them a great help. When we first planted them in 1983, no one knew anything about them. Thank you for all your help over the years.”

—Gay S., Australia

“I read *Pecan South* cover to cover and really enjoy it.”

—Daniel S., Georgia

“I have enjoy going through the magazine. I read all of it and each article is enjoyable. It's straight and to the point.”

—Don F., Texas

“I have my own Pecan South library. I'm always going back to past issues.”

—Texas grower

“As soon as I get my copy, I flip to the Classifieds. I can't miss them!”

—Alabama grower

“I am a South African pecan grower and have received *Pecan South* for more than 25 years. We don't just read the magazines, we study them. I particularly enjoy the articles covering specific growers, nurseries or family operations. I still have all my original copies.”

—Heiko M., South Africa

“Wherever I've gone in the world and have seen pecans, I've seen *Pecan South*.”

—American sheller

“I read it in an hour. I love your magazine! Without it I'd be in the dark, it filters out the arrogance and all the academia.”

—Rick A., Oklahoma

“[*Pecan South*] is the Bible for the pecan industry.”

—American sheller



Ad Specs

Full Spread with Page Bleed

16 $\frac{3}{4}$ " x 10 $\frac{7}{8}$ "

Full Spread without Bleed

15 $\frac{4}{5}$ " x 10"

Full Page
7 $\frac{1}{2}$ " x 10"

$\frac{1}{2}$ Page
(V)
4 $\frac{7}{8}$ " x 7 $\frac{3}{8}$ "

$\frac{1}{4}$ Page
4 $\frac{7}{8}$ " x 3 $\frac{5}{8}$ "

$\frac{1}{2}$ Page (H)
7 $\frac{1}{2}$ " x 4 $\frac{7}{8}$ "

$\frac{2}{3}$ Page
4 $\frac{7}{8}$ " x 10"

$\frac{1}{3}$ Square
4 $\frac{7}{8}$ " x 4 $\frac{7}{8}$ "

$\frac{1}{3}$ Page (H)
7 $\frac{1}{2}$ " x 3 $\frac{1}{8}$ "

$\frac{1}{6}$
Page
(V)

$\frac{1}{6}$ Page
2 $\frac{3}{8}$ " x 4 $\frac{7}{8}$ "

File Ad Specifications: Ads must be in CMYK with 300 DPI resolution and have one of the following extensions (.PDF, .EPS, or .TIFF). Also, ads must be spell-checked and proofed.

Bleed: Keep live material 0.25" from trim edge top and bottom and 0.5" from side trim. For bleeds, add 0.125" to all sides. If you have questions about sizing the bleed, contact Blair Krebs.



Advertising Rates

Below is our advertising rates for all of our print ad options in *Pecan South*. Our staff offers in-house ad design and works with all advertisers to find the best fit for their business. Reach out to our office to have us create an advertising package that will work for you.

Color	1x	9x	12x
Two-Page Spread	\$3800	\$3650	\$3500
Full Page	\$1870	\$1815	\$1760
2/3 Page	\$1650	\$1610	\$1575
1/2 Page	\$1485	\$1460	\$1430
1/3 Page	\$1375	\$1360	\$1345
1/4 Page	\$1300	\$1285	\$1270
1/6 Page	\$1240	\$1230	\$1215

Black & White	1x	9x	12x
Full Page	\$770	\$715	\$660
2/3 Page	\$550	\$515	\$475
1/2 Page	\$385	\$360	\$330
1/3 Page	\$275	\$260	\$245
1/4 Page	\$215	\$200	\$185
1/6 Page	\$140	\$125	\$115

Ads are priced on a per month basis. If you opt to run your ad for 9 or 12 months (9x or 12x), you receive a discounted rate.

Special Placement: If you would like to guarantee a specific placement for your ad in the magazine, please contact our office to discuss your options.

Inserts: Special rates apply for supplied inserts, insert cards, gatefolds, and special units. Prices and availabilities upon request. Advertisers running preprinted inserts must provide a sample or mock-up for approval two weeks prior to issue closing.



Production Schedule

	Delivery Date	Insertion Order	Materials
January	1/6/26	11/15/25	12/5/25
February	2/5/26	12/13/25	1/9/26
March	3/6/26	1/17/26	2/7/26
April	4/4/26	2/17/26	3/6/26
May	5/6/26	3/18/26	4/7/26
June*	6/5/26	4/18/26	5/8/26
July	7/3/26	5/16/26	6/9/26
August	8/5/26	6/17/26	7/8/26
September**	9/4/26	7/18/26	8/8/26
October**	10/6/26	8/15/26	9/5/26
November**	11/4/26	9/19/26	10/7/26
December	12/4/26	10/17/26	11/7/26

* **Buyer's Edition:** Offers extra exposure at summer industry events and higher distribution. Features businesses of all kinds.

** **Marketing Guide:** Features list of buyers serving the pecan industry.



Digital Options

In addition to traditional print advertising in the magazine, *Pecan South* offers digital options. You can opt to expand your company's reach by placing your advertisement on our website or utilize digital add-ons.

Website:

We offer online advertising through our website—pecansouthmagazine.com. If you want to reach website visitors who are looking into pecans or simply wanting to expand your current reach, this digital option meets those needs. Ads include a link of your choosing and can be designed in-house.

Banner ad: 970x90 pixels

Sidebar ad: 340x300 pixels

Cost per ad per month: \$500

Newsletter with social media tie-in:

We also offer a package of digital tie-ins that includes placement in our bimonthly e-newsletter and promotions on our social media and newsletter. In addition, our social media has followers inside and outside of our typical readership. Keep your business at the top of *Pecan South* readers' minds and expand your reach with these digital add-ons. **Multiple spots available.**

Banner ad: 970x90 pixels

Sidebar ad: 340x300 pixels

Cost per ad per month: \$100

With this placement, you can also request social media posts about your business across Pecan South's platforms. The placement is on a first come, first served basis.



Other Advertising Offers

Pecan South offers four other advertising opportunities in the magazine throughout the year. Unlike traditional ads, each of these offers a unique moment to put your business front and center.

Business Directory: The Business Directory is a three-page guide to businesses within the pecan industry. The directory appears in every issue and gives readers a consistent place to look for pecan businesses. We sell spots in the directory as squares for a whole year, meaning your ad will run for 12 issues. **Each square is 2.5 by 2 inches;** costs are the following:

\$600 for color
\$400 for black and white

The Business Directory ads automatically renew each year. However, if you would like to make any changes or cancel your ad, contact Blair Krebs to make corrections.

Buyer's Edition: The June issue of *Pecan South* is the “Buyer's Edition,” which offers extra exposure at summer industry conferences. Contact Blair Krebs for more details.

Marketing Guide: The marketing guide runs for three issues—September through November—every year. If you buy pecans, this guide is perfect for you! Many pecan growers use this guide as a reference source for finding pecan buyers and processors. Like the directory, spots in the guide are sold as squares for the entire run (all three months). Each square is **3.5 by 3.75 inches.** If you would like a larger size in the Marketing Guide, you can purchase multiple squares with the price determined by the total number requested. For example, if you reserve two squares, the price will double. Single squares are priced as follows for all three months:

\$600 per square for color
\$400 per square for black and white

To take full advantage of the 2026 Marketing Guide, complete the required form in this kit and return it with the information you would like to include in your listing as soon as possible—no later than Aug. 5, 2026.

Classifieds: Appearing at the back of every issue, the Classifieds are a cost-effective way to place a listing for equipment, property, trees, services, or anything else you'd like to sell to pecan industry members. You can submit a classified online at pecansouthmagazine.com/advertise or by emailing pecansouth@tpga.org. After submitting your classified, you will receive an email confirmation. Your ad will then be placed in the next available issue of the magazine.

80 cents per word • \$20 minimum

Production Specifications

Mechanical Specifications:

Printing Process: Sheet fed offset.

Binding Method: Saddle stitched (Guides at foot).

Trim Size: 8 $\frac{3}{8}$ inches by 10 $\frac{7}{8}$ inches.

Specifications: Recommended standards for advertising materials for offset publications approved by SWOP.

Inserts: Advertisers running preprinted inserts must provide a sample or mock-up for approval two weeks prior to issue closing.

Dimensions (inches):

Two-Page Spread with Page Bleed: 16 $\frac{3}{4}$ " x 10 $\frac{7}{8}$ "

Two-Page Spread without Bleed: 15 $\frac{4}{5}$ " x 10"

One Page without Bleed: 7 $\frac{1}{2}$ " x 10"

$\frac{2}{3}$ Page: 4 $\frac{7}{8}$ " x 10"

$\frac{1}{2}$ Page (V): 4 $\frac{7}{8}$ " x 7 $\frac{3}{8}$ "

$\frac{1}{2}$ Page (H): 7 $\frac{1}{2}$ " x 4 $\frac{7}{8}$ "

$\frac{1}{3}$ Square: 4 $\frac{7}{8}$ " x 4 $\frac{7}{8}$ "

$\frac{1}{3}$ Page (H): 7 $\frac{1}{2}$ " x 3 $\frac{1}{8}$ "

$\frac{1}{6}$ Page (H): 2 $\frac{3}{8}$ " x 4 $\frac{7}{8}$ "

$\frac{1}{6}$ Page (V): 4 $\frac{7}{8}$ " x 2 $\frac{3}{8}$ "

For bleeds, add 1/8" to all sides.

Issue & Closing Dates:

Cancellations: Neither the advertiser nor its agents may cancel after the closing date. No cancellations, changes, or insertions orders will be accepted by Publisher after the closing date. Orders for back covers, postcards, and inserts may not be canceled less than 30 days preceding the closing date. If by closing date Publisher has not received copy that, in its sole discretion, is deemed acceptable for publication. Publisher may either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging the agency and advertiser for any space reserved for them.

Contract Regulations

Contract Year: Advertising must be inserted within one year of first insertion to earn a frequency discount. Advertising schedules composed of mixed space units are entitled to earned frequency discount, except when use of smaller units lowers the total cost of the campaign below amount that larger units reached at their earned rate. Any advertiser who does not complete a committed schedule will be subject to short rate. Credits earned by increasing frequency during a contract year are applied toward future billing for space. No cash rebates. Orders accepted are subject to rate change with notice by Publisher at least 60 days prior to closing date of effective issue. Advertisements that accompany orders containing incorrect rates or conditions will be inserted and charged the regular schedule rates. Such errors will be considered as clerical only.

Agency: All advertisements are published for the benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges.

Billing Date: Publication date, payment due at Publisher's office in Bryan, Texas, within 30 days of date of invoice.

Credit: Payment is to be made in advance unless credit is approved by Publisher.

Past Due: All accounts not paid in full within 30 days of date of invoice shall incur a late charge of 1 percent per month from the due date until paid in full.

Collection: In the event, advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. In this event, advertiser and/or agency shall be totally liable for all fees and sums charged by the collection agency and/or attorney. If any suit or other judicial proceeding is instituted or had thereon or if collected through probate or bankruptcy proceeding, advertiser and/or shall be totally liable for all attorney's fees and court costs incurred by Publisher in the collection of said bills.

Pecan South

Insertion Order

Please include my company in *Pecan South* magazine.

Company _____

Contact Person _____

Address _____

City, State, Zip _____

Telephone _____ **Fax** _____

Email _____

Please specify the months that you wish your ad to run: _____

Please run my ad until further notice. (Notice must be in writing.)

Please invoice me. My ad is new.

Please keep the current ad. My ad needs to be revised. (Please include changes)

Ad description: _____

Size _____ Vertical Horizontal

Color B&W Four Color Bleed YES NO

By signing this, I agree to all the terms of this insertion order, including the cost per issue.

Signature _____ **Date** _____

Pecan South **Blair Krebs** **Signature** _____ **Date** _____

Please mail or fax this form to
Pecan South
4348 Carter Creek Pkwy. Ste. 101
Bryan, TX 77802
Fax: 979-846-1752

Pecan South

2026 Marketing Guide

Pecan South's annual list of buyers, who serve the pecan industry.

The *Pecan South* Marketing Guide runs from September through November. Spots in the guide are reserved as 3.5 x 3.75-inch squares. For a larger ad, please indicate how many squares you would like to reserve. The price will then be determined by the total number requested. For questions, please contact Blair Krebs at blair@tpga.org or 979-846-3352.

Company _____

Contact Person _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

Email _____

B&W \$400 Four Color \$600 Multiple Squares # _____

My listing is the same as last year.
 My listing needs to be revised. (Please include changes with this form.)
 My listing is new. (Please include information to be put in the ad with this form.)

Payment Options Payment enclosed Please invoice me.

By signing this, I agree to all the terms of this insertion order, including the cost per issue.

Signature _____ **Date** _____

Pecan South Blair Krebs Signature _____ **Date** _____

Please return this form to *Pecan South*
by email via blair@tpga.org or mail
4348 Carter Creek Pkwy. Ste. 101
Bryan, TX 77802
Fax: 979-846-1752

Pecan South

Buyer's Edition

Pecan South's best deal of the year!

Full Page Black and White Ad: \$450

Half Page Black and White Ad: \$375

The Buyer's Edition returns this June and is ready to feature your product or service. In one issue, you get a great deal and increased distribution. If you would like a full list of advertising opportunities or a media kit, please contact Blair Krebs at blair@tpga.org or 979-846-3352.

Company _____

Contact Person _____

Address _____

City, State, Zip _____

Telephone _____ **Fax** _____

Email _____

**Insertion order and materials due to Pecan South by
May 2, 2026.**

Full Page B&W

Half Page B&W

Use Existing Ad

New Materials

By signing this, I agree to all the terms of this insertion order, including the cost per issue.

Signature _____ **Date** _____

Nuez Sureña

Insertion Order

by **Pecan South**

Pecan South has expanded its reader outreach in recent years with email newsletters, social media posts, digital articles, diverse content and new design. But we're not stopping there. We continue our era of expansion, innovation, and opportunity, side by side with the pecan industry and your businesses. We've developed a special Spanish-language edition, called *Nuez Sureña*.

We took a step to respond to our Spanish-speaking readers' requests and offer something more than just a translated version of *Pecan South*. Instead, we partner with local groups and scientists; gather content from the U.S., Mexico, and Latin America, and publish it all once a year in *Nuez Sureña*, a digital edition.

Your company can join us on this journey and reach potential customers in a new way. This free, annual digital publication is shared through our email and social media channels, and is accessible for free year-round on our website. *Nuez Sureña* is published annually in October.

Blair Krebs will continue to handle all of your advertising needs: in-house publishing, ad creation, and knowledge and service. Attached is the media kit for *Nuez Sureña* as a reference.

Please include my company in ***Nuez Sureña*** by *Pecan South* magazine.

Prices	Color	B & W
Full Page	\$750	\$450
Half Page	\$400	\$200
1/3 Page	\$300	\$150
1/4 Page	\$200	\$100
1/6 Page	\$100	\$50

Company _____

Contact Person _____

Address _____

City, State, Zip _____

Telephone _____

Email _____

Ad description: _____

Size _____ Vertical Horizontal

Color B&W Four Color Bleed YES

NO Please invoice me.

Signature _____

Date _____

Nuez Sureña

de **Pecan South**

Impreso de solicitud

Con los años, *Pecan South* ha expandido el alcance a los lectores por boletines digitales, redes sociales, artículos, contenido diverso, y nuevo diseño. Pero no nos detenemos ahí. Seguimos nuestra era de expansión, innovación, y oportunidad al lado de industria de nuez y sus empresas. Por eso, desarrollamos esta edición especial en español, llamada *Nuez Sureña*.

Aunque la mayoría de nuestros lectores en México y otras partes de Latinoamérica lee inglés, ellos nos pidieron que tradujeran la revista a español. Por esta edición especial, trabajamos responder y ofrecer algo más que una versión traducida de *Pecan South*. Estamos colaborando con grupos locales en Latinoamérica; juntándonos artículos de Estados Unidos, México, y Sudamérica, y publicándolo cada año en *Nuez Sureña*—una edición digital y libre.

Mientras avanzamos con esta edición, su empresa puede juntarnos por este viaje y llegar a cliente potencial en una nueva manera. Esta anual edición digital y libre es compartida por email y redes sociales, y es accesible en nuestro sitio web. *Nuez Sureña* se publica cada octubre.

Blair Krebs administra todas sus necesidades de publicidad, incluyendo creación de anuncio, editorial en casa, conocimiento y servicio. Adjunto es nuestro media kit de *Nuez Sureña* para su referencia.

Por favor incluye mi empresa en *Nuez Sureña* de *Pecan South*.

Precios (USD)	Color	B y N
A página completa	\$750	\$450
Media página	\$400	\$200
1/3 página	\$300	\$150
1/4 página	\$200	\$100
1/6 página	\$100	\$50

Descripción
de anuncio: _____

Tamaño _____

Vertical Horizontal
Color Blanco En color
y negro

Área de
sangrado SÍ
 NO

Por favor mandeme la fractura.

Firma _____

Fecha _____

Pieces of Pecan

by **Pecan South**

Insertion Order

Pecan South publishes a special consumer edition—*Pieces of Pecan*.

A free, digital edition, *Pieces of Pecan* showcases our favorite nut to consumers, dietitians, chefs, and foodies. It features the latest nutritional findings, pecan recipes, and lifestyle articles, including profiles on industry members and articles on pecan-related activities, travel destinations, and innovations. Published digitally in April during National Pecan Month, *Pieces of Pecan* is available digitally for all subscribers to use free of charge in their consumer outreach. Businesses can also purchase printed versions to use in their pecan operations.

For over 55 years, *Pecan South* has served as the official publication of the pecan industry. We want to take everything we've learned and share it with consumers interested in learning more about pecans. This edition represents a step across that great divide between industry and consumer.

Take this step with us! Your company reach potential customers in an exciting new way through *Pieces of Pecan*. To become a part of this publication, fill out the insertion order below and return it to *Pecan South* before April 3, 2026, by emailing blair@tpga.org or mailing it to our office.

Please include my company in *Pieces of Pecan* by *Pecan South* magazine.

Prices	Color	B & W
Full Page	\$750	\$450
Half Page	\$400	\$200
1/3 Page	\$300	\$150
1/4 Page	\$200	\$100
1/6 Page	\$100	\$50
Pecan Seller Listing: 50 words for \$50		

Company _____

Contact Person _____

Address _____

City, State, Zip _____

Ad description: _____

Size _____ Vertical Horizontal

Color B&W Four Color

Bleed YES

Telephone _____

Email _____

NO Please invoice me.

Signature _____

Date _____