

# Sugar

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**2016 MEDIA KIT**

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ADDED VALUE**

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**Since 1975: Your Strongest Advertising Buy  
To Reach Sugarbeet Growers**



# What makes Sugar Producer magazine #1 in the industry?

# Sugar PRODUCER



## More issues

9 per year

## More technical information

Giving growers the knowledge they need to produce a quality, profitable crop

## More editorial pages

Than any sugarbeet publication

## More ad pages

Than any sugarbeet publication

## More often

Growers count on *Sugar Producer* nearly every month

See all issues online at [www.sugarproducer.com](http://www.sugarproducer.com)



## CIRCULATION: The most current in the market

Reach every sugarbeet grower in the US.

*Sugar Producer* magazine circulation is completely auditable and updated using industry contacts, USDA Farm Service Agency payment records, satellite imagery and field boundaries.

UNITED STATES .....	9,220
CANADA.....	30
<b>BONUS DISTRIBUTION</b>	
AT TRADE SHOWS.....	550
<b>TOTAL.....</b>	<b>9,800</b>

# **ADVERTISER BENEFITS:**

## *Added value opportunities*

- Every issue online at [www.sugarproducer.com](http://www.sugarproducer.com) & digital newsstand
- Online issue features free hotlink to your website
- Buyer's Guides for your products
- Off The Top for your company news and new products

## **BUYER'S GUIDES .....**

**January** - Tractor Buyer's Guide

**February** - Irrigation Products Buyer's Guide

**March** - Growth Promoters & Fertilizers Buyer's Guide

**April** – Crop Protection Chemicals Buyer's Guide

**May** – Harvest Equipment Buyer's Guide

**June/July** - Trucks/Bulk Beds/Trailers Buyer's Guide

**August/September** - Tillage Buyer's Guide

**October** - Industry Handbook and Seed Directory

**November/December** - Planting Equipment Buyer's Guide

These Buyer's Guides are a reader favorite and are free and easy to participate in. Simply email 100-200 words describing the benefits of your product and a high-resolution image to [allen@sugarproducer.com](mailto:allen@sugarproducer.com).

# EDITORIAL PLANNER: January through December 2016

## **January - Tractor Buyer's Guide**

Chemical Updates • Strip-Till • Planting

Closing Date: November 24 • Materials Due December 1

## **February - Irrigation Products Buyer's Guide**

Crop Protection • Planting

Closing Date: December 18 • Materials Due December 28

## **March - Growth Promoters & Fertilizers Buyer's Guide**

All Growing Phases • ASGA Convention Report

Closing Date: January 22 • Materials Due January 29

## **April - Crop Protection Chemicals Buyer's Guide**

Sustainability • University & Professional Reports

Closing Date: February 19 • Materials Due February 26

## **May - Harvest Equipment Buyer's Guide**

Pest Control • Fall Weed Control

Closing Date: March 25 • Materials Due April 1

## **June/July - Truck/Bulk Beds/Trailers Buyer's Guide**

Smart Irrigation Month • Harvest Equipment Prep

Closing Date: May 6 • Materials Due May 13

## **August/September - Tillage Buyer's Guide**

Harvest • Finance & Insurance

Closing Date: June 24 • Materials Due July 1

## **October - Industry Handbook & Seed Directory**

Closing Date: August 26 • Materials Due September 2

## **Sugar Industry Map**

- Reference Chart

Closing Date: September 23

Materials Due September 30

## **November/ December**

## **Planting Equipment**

## **Buyer's Guide**

New Seed Varieties

Closing Date: October 14 • Materials Due October 21

### **COLUMNS**

- American Sugarbeet Growers Association
- American Sugar Alliance
- Editor's Column

### **FEATURES**

- Grower of the Month
- Production Reports
- University Research Reports
- New Equipment Reviews
- Chemical Updates

### **STANDARD DEPARTMENTS**

- Calendar of Events
- New Products
- Industry News

### **BONUSES**

- Meeting Agendas
- Trade Show Coverage
- Field Tour Reports
- Exclusive Timely Topics
- Bonus Meeting and Show Distribution

# DIGITAL ADVERTISING: Perfect complement to your print ads

# Sugar PRODUCER

A new Sugar Producer website launched in 2013. www.sugarproducer.com is responsive, delivering optimized viewing for all devices and SEO is done daily.

- 148% increase in desktop visitors
- 155% increase in mobile visitors
- 55% increase in tablet visitors

Sweet Science bi-weekly e-newsletter is sent to an email list of sugarbeet growers and industry insiders. This is an inexpensive and effective way to get your message out on short notice.

**US Screen Co.**

**Helping Drive America's Sugar Industry**  
At U.S. Screen Company, we proudly manufacture a variety of screens for the Beet Sugar & Sugar Cane Industry. A family-owned and operated business with a combined 85 years of experience, we strive to deliver superior quality products and excellent customer service.

**The US Screen Promise:**

- Proudly Made in America's Heartland
- Expertise and Ingenuity within the Sugar Industry
- Direct from the Manufacturer
- Competitive Pricing and Superior Quality

Contact our team today to discuss how we can address your needs in time for the upcoming Sugar Season!

**SPREAD THE WORD!**  
Refer a new customer to U.S. Screen and receive a \$500 credit off your next order!

**Sugar Industry Screens**

**Sidewall Screens**  
US Screen Company manufactures a variety of screens used in the sugar industry – including sidewall tower and cossette mixer screens. These high quality, long lasting screens are looped wedge wire constructed to provide the

**E-BLASTS**  
Your message, and yours alone. Send your updates and/or offers to sugarbeet growers and industry insiders. Build in as many hotlinks as you like and expect your message to get sent quickly.

**LOGO HOT LINK**  
Goods and services