

What makes Sugar Producer magazine #1 in the industry?



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



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
BONUS DISTRIBUTION	
AT TRADE SHOWS	550
TOTAL	9,800

ADVERTISER BENEFITS:Added value opportunities



- Every issue online at 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 <u>allen@sugarproducer.com</u>.

EDITORIAL PLANNER: January through December 2016



January - Tractor Buyer's Guide Chemical Updates • Strip-Till • Planting

Closing Date: November 24 • Materials Due December I

February - Irrigation Products Buyer's Guide Crop Protection • Planting

Closing Date: December 18 • Materials Due December 28

March - Growth Promoters & Fertilizers Buyer's GuideAll 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 I

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 I

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

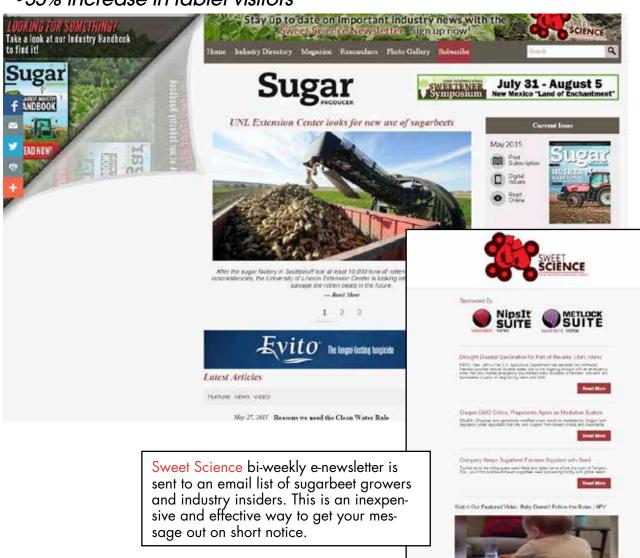
- Meeting Agendas
- Trade Show Coverage
- Field Tour Reports
- Exclusive Timely Topics
- Bonus Meeting and Show Distribution

DIGITAL ADVERTISING:

Perfect complement to your print ads

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







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:

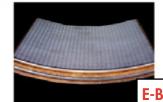
- · Proudly Made in America's Heartland
- · Expertise and Ingenuity within the Sugar Industry
- · Direct from the Manufacturer
- · Competitive Pricing and Superior Quality

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

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