

Sugar

PRODUCER

Serving The National Sugarbeet Industry

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2018 MEDIA KIT

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ADDED VALUE**

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

What makes Sugar Producer magazine the No. 1 Sugarbeet-Specific publication in the Industry?

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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, providing more editorial opportunities.

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 U.S.

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	9,073
CANADA.....	27
BONUS DISTRIBUTION	
AT TRADE SHOWS.....	600
TOTAL DISTRIBUTION.....	9,700

ADVERTISER BENEFITS:

Added value opportunities

- Every issue online at www.sugarproducer.com and digital newsstand
- Online issue features free hotlink to your website
- Buyers' Guides for your products
- Off The Top for your company news and new products

BUYERS' GUIDES:

January - Tractor Buyers' Guide

February - Irrigation Products Buyers' Guide

March - Growth Promoters & Fertilizers Buyers' Guide

April – Crop Protection Chemicals Buyers' Guide

May – Harvest Equipment Buyers' Guide

June/July - Trucks/Bulk Beds/Trailers Buyers' Guide

August/September - Tillage Buyers' Guide

October - Industry Handbook and Seed Directory

November/December - Planting Equipment Buyers' Guide

These Buyers' Guides are a reader favorite and are free and easy to participate in.

Simply email around 100 words describing the benefits of your product and a high-resolution image to allen@sugarproducer.com

EDITORIAL PLANNER: January through December 2018

January - Tractor Buyers' Guide Chemical Updates • Strip-Till • Planting

Space Closes: Nov 21 • Materials Due Nov 30 • Mail Date: Dec 20

February - Irrigation Products Buyers' Guide Crop Protection • Planting

Space Closes: Dec 19 • Materials Due Dec 29 • Mail Date: Jan 18

March - Growth Promoters & Fertilizers Buyers' Guide All Growing Phases • ASGA Convention Report

Closing Date: Jan 19 • Materials Due Jan 26 • Mail Date: Feb 15

April - Crop Protection Chemicals Buyers' Guide Sustainability • University & Professional Reports

Space Closes: Feb 16 • Materials Due Feb 23 • Mail Date: Mar 14

May - Harvest Equipment Buyers' Guide Pest Control • Fall Weed Control

Space Closes: Mar 23 • Materials Due Mar 30 • Mail Date: Apr 18

June/July - Truck/Bulk Beds/Trailers Buyers' Guide Smart Irrigation Month • Harvest Equipment Prep

Space Closes: May 4 • Materials Due May 11 • Mail Date: May 3

August/September - Tillage Buyers' Guide Harvest • Finance & Insurance

Space Closes: June 22 • Materials Due June 29 • Mail Date: Jul 19

October - Industry Handbook & Seed Directory

Space Closes: Aug 24 • Materials Due Aug 31 • Mail Date: Sept 21

Sugar Industry Map - Reference Chart

Space Closes: Sept 21
• Materials Due Sept 28
• Mail Date: Oct 17

November/ December **Planting Equipment** **Buyers' Guide** **New Seed Varieties**

Space Closes: Oct 12
• Materials Due Oct 19
• Mail Date: Nov 9



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

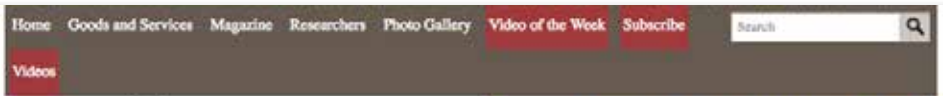
BONUSES

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

DIGITAL ADVERTISING: Perfect complement to your print ads

Sugar PRODUCER

Sugarproducer.com is responsive, delivering optimized viewing for all devices, and SEO is done daily. Since January 2016, Sugarproducer.com has increased on average between users, page views, and sessions by 128%.



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NFU opposes U.S. withdrawal from Paris accord



Roger Johnson says the climate change movement will continue regardless of which countries are part of the Paris Accord, but the U.S. has abdicated its position as a world leader by withdrawing from the agreement.

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Perdue backs leaving climate accord



Perdue says the USDA uses sound science to develop better methods of farming in a climate that he says has been changing since the planet was formed.

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June/July 2017

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INDUSTRY HANDBOOK

BANNER ADS
Fantastic branding at a reasonable rate.

3-DAY GLOBAL ONLINE AUCTION

On Behalf of:

Tuesday, Wednesday & Thursday, June 20, 21 & 22
Lots Begin Closing at 10AM (HST) Each Day
INSPECTION: Monday, June 19, 9:00am to 4:00pm or by Appointment
EQUIPMENT LOCATION: Maui, HI

COMPLETE SUGAR CANE, PROCESSING PLANT & RELATED NEW PARTS INVENTORY
MULTI-MILLION DOLLAR VALUATION - OVER 1,000 LOTS TO BE OFFERED!

DAY #1: Turbogenerators, Boilers & Cane Milling Equipment
DAY #2: Boiling House - Including Production of Raw Sugar, Turbinado Sugar & Natural White Sugar
DAY #3: Spares Parts Warehouse - Including Compressors, Pumps, Motors, Transformers & More

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Sugar Content

EPA's Pruitt working to streamline regs
EPA Administrator Scott Pruitt says his agency is working to make registrations of new herbicides and insecticides more streamlined.
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End of spring's rainy start allows for proper beet planting conditions
After a rainy start to spring, nearly 300 Michigan Sugar Co. growers are planting 85,000 acres of beets this spring.
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Food industry study slams recommended sugar intake limits
A study made headlines after stating there is no way of knowing just how much sugar consumption is too much, and methods used to create dietary sugar limits are flawed.
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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.

SUGAR CONTENT
e-newsletter is sent every two weeks 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.