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

Sugar PRODUCER
Serving The National Sugarbeet Industry
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2018 MEDIA KIT
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What makes Sugar Producer magazine the No. 1 Sugarbeet-Specific publication 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, 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

November/December - Sugar Industry Map - Reference Chart  
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

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%.

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.

BANNER ADS
Fantastic branding at a reasonable rate.

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.