

Sugar PRODUCER

2013 Media Kit

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

CONTENTS

PAGE 02: #1 MAGAZINE IN THE INDUSTRY

PAGE 03: DEMOGRAPHICS

PAGE 04: DEMOGRAPHICS

PAGE 05: CIRCULATION

PAGE 06: ADVERTISER BENEFITS

PAGE 07: ADVERTISER BENEFITS: BUYER'S GUIDES

PAGE 08: EDITORIAL PLANNER

PAGE 09: DIGITAL ADVERTISING

PAGE 10: RATE CARD

PAGE 11: MARKETING OPTIONS

PAGE 12: EDITORIAL PLANNING OVERVIEW

READ > LEARN > GROW

www.sugarproducer.com



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

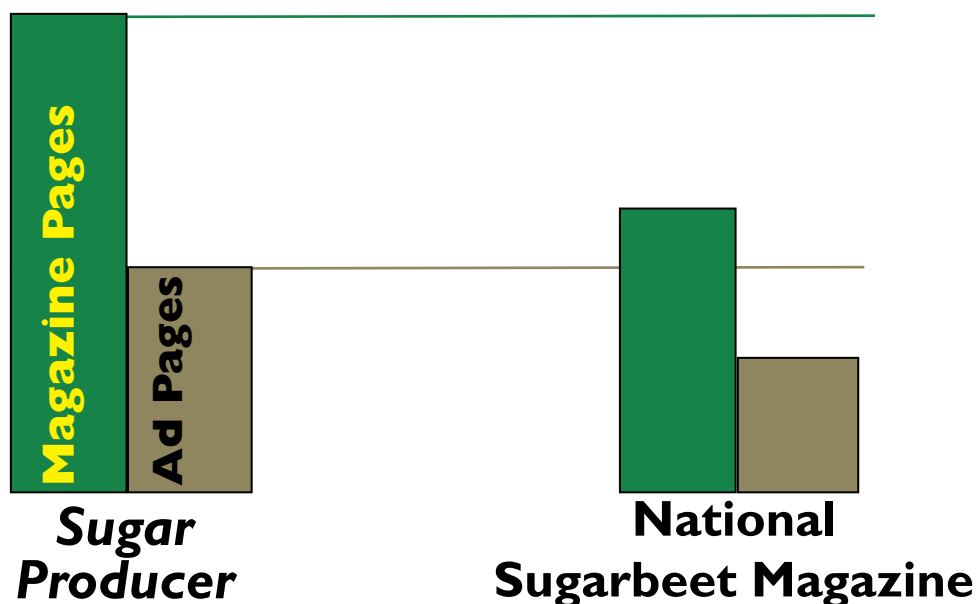
More often

Growers count on *Sugar Producer* every month



Click on issue to view

Sugarbeet Industry Magazines: Pages & Ad Pages



Experienced & Affluent



Complete
Reader Survey

50 years old

74% have grown sugarbeets 16 years or longer

60% have farm operations over 1,000 acres

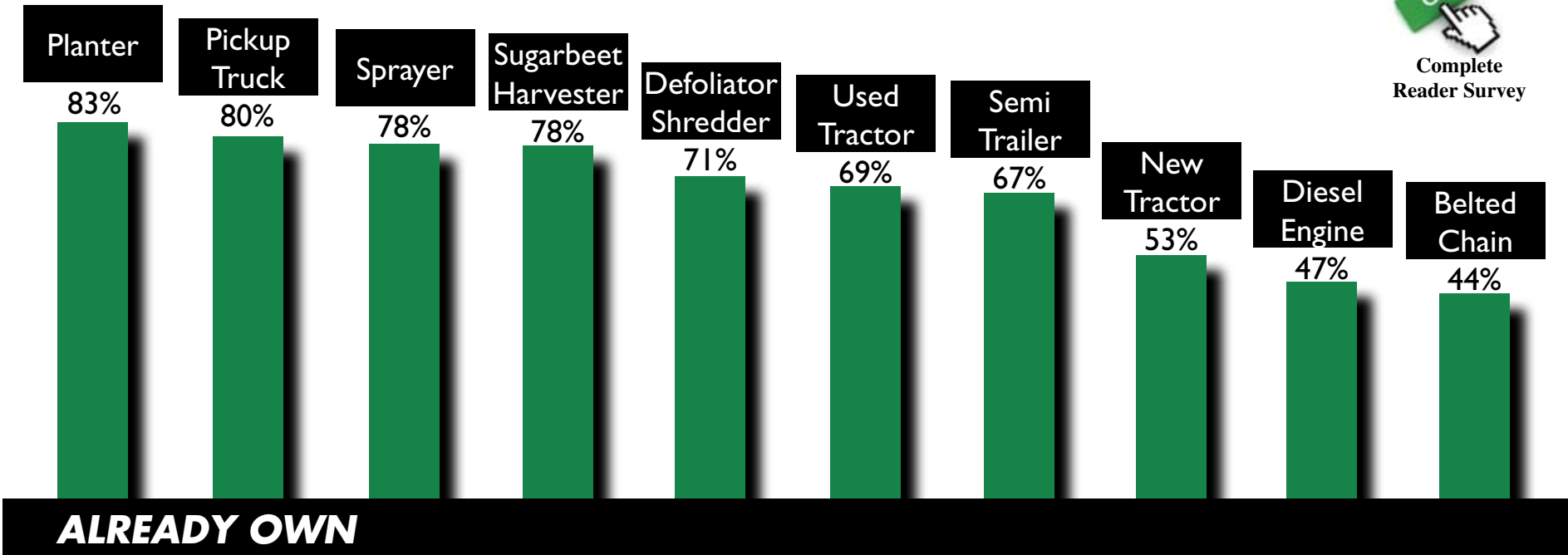
75% are from a sugarbeet-growing family

52% have a \$1-million-or-more sugarbeet operation



DEMOGRAPHICS:

What do sugarbeet growers own & will own?



WHAT WILL GROWERS OWN IN TWO YEARS?

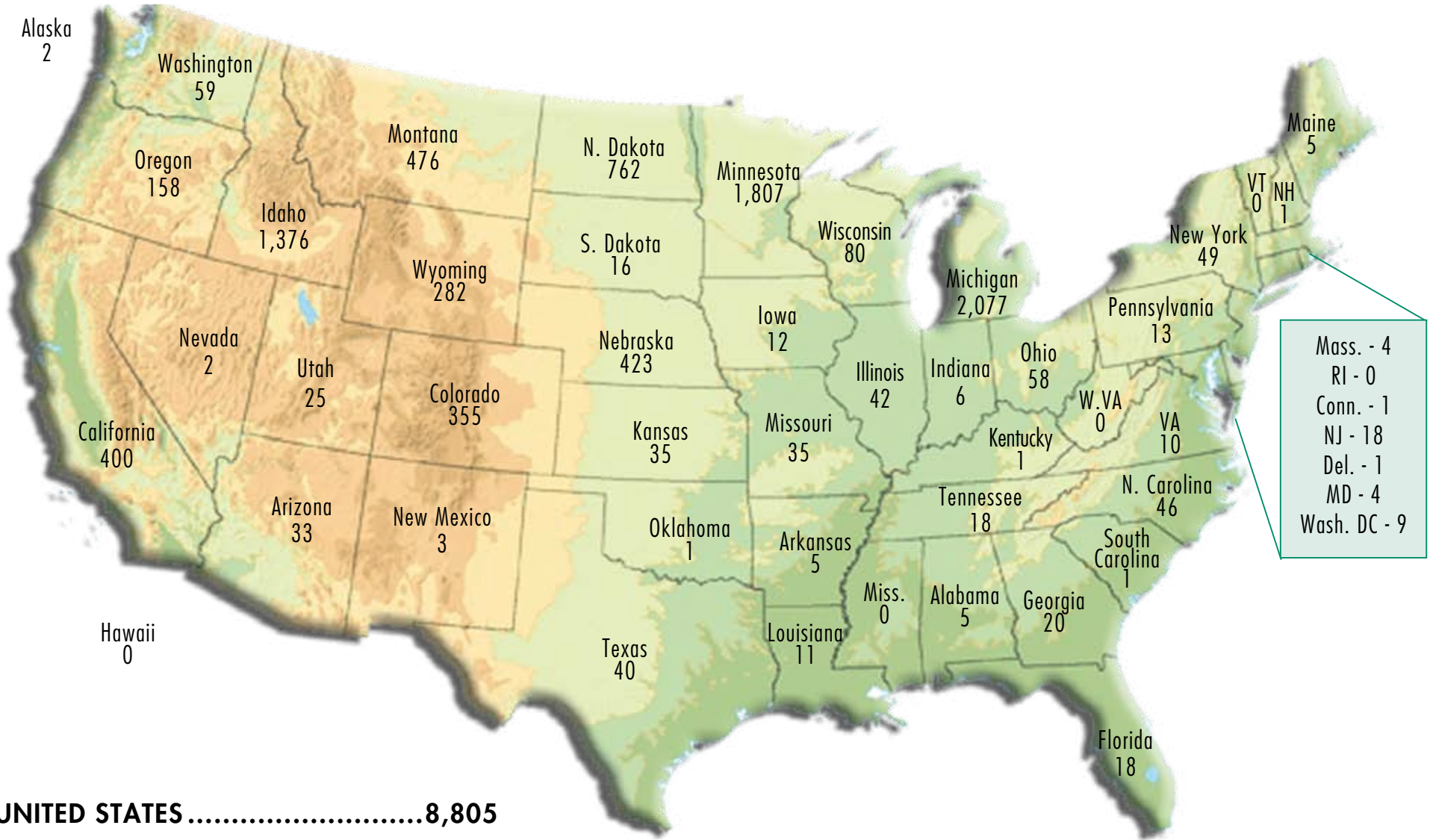
Trucks & Equipment		Irrigation		Technology	
New Tractor	24%	Center pivot system	43%	Smart Phone	23%
Pickup Truck (1/2 or 3/4 ton)	18%	Moisture Sensors	17%	iPad or Tablet Computer	21%
Used Tractor	13%	Drip irrigation system	13%	Smart Phone farm apps for farm use	21%
Defoliator/Shredder	11%	Handline sprinkler system	9%	GPS Guidance system (precision ag)	15%
Pickup Truck (one ton or above)	11%	Portable hand irrigation lines	9%		
Automatic truck tarper	9%	Surface (gravity flow)	9%		
Semi-Trailer	7%	Irrigation Pump	4%		
Sugarbeet Planter	7%	Wheel line irrigation system	4%		
Chemical Injection/Metering Pump	5%				
Chemical/Fertilizer Sprayer	5%				
Sugarbeet Harvester	5%				

DEMOGRAPHICS:

The most current circulation in the market

Sugar

PRODUCER



UNITED STATES	8,805
CANADA	295
PROMOTION/TRADE SHOWS	400
TOTAL.....	9,500

ADVERTISER BENEFITS: Added value opportunities

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

Off the Top

News, products and updates from the sugar industry

Extendable Arm on Bobcats

Bobcat brings innovation to compact equipment with the introduction of a new extendable arm option for the M-Series E55 compact excavator.

The extendable arm is a telescoping arm that provides the best of both worlds—power and reach. The new extendable arm option provides an additional 30 inches of reach, when fully extended. The new option is also the first extendable arm for compact excavators in this size class that allows the use of the hydraulic clamp and Hydraulic X-Change attachment mounting system.

Clamp Capability

The new extendable arm option also allows for the use of a hydraulic clamp, something not possible with any compact excavator extendable arm on the market. The clamp capability is a perfect solution for contractors wanting to pick up and place material such as rocks, landscaping materials and debris in site preparation applications.

The extendable arm cylinder is operated through a rocker style thumb switch located on the joystick. This allows for fast and simple



movements for extending and retracting overall length of the arm also simplifies trenches for water and sewer utility installation.

The extendable arm maintains the movements. A unique retention pin holds the allowing use of up to 16 different attachments also accommodates the optional Hydraulic X-Change attachment mounting system which allows for even faster attachment

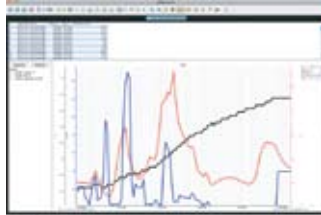


New Product Examples

Onset Data Logging

Onset now offers the HOBOWare 3.3, a new version of the company's graphing and analysis software that dramatically speeds up deployment time in energy and environmental monitoring projects.

HOBOWare 3.3 includes a number



of time-saving key features include: 1) Batch processing – This feature automatically processes data at set intervals (per hour/per day), and will automatically protect data at scale in real-world engineering units; 2) Bulk export – This enables users to easily and easily export HOBOWare files to text format for use in Microsoft Excel and other programs. The tool automates file naming and management tasks to streamline the export process and save time.

Visit www.onsetcomp.com, or call 800-564-4377 / 508-759-9500

Off the Top

News, products and updates from the sugarbeet industry



Orthman Shadow Tracker

DESCRIBED AS "A GROUND-ENGAGING, GPS-controlled steering system that works in conjunction with the tractor guidance system to position an implement with sub-inch accuracy," the Orthman GPS Shadow Tracker was recently selected as one of 50 recipients of the prestigious American Society of Agricultural Engineers (ASAE) AE50 Awards for 2011.

The award was presented to Ryan Hulme, Orthman design engineer for the project, during the ASABE Agricultural Equipment Technology Conference held in Atlanta, Ga., in conjunction with the Ag Connect Expo. The winners were also highlighted in the March/April 2011 special AE50 issue of ASABE's magazine, Resource: Engineering & Technology for a Sustainable World. Visit www.orthmanag.com.

Fertilizer Institute New Website

4R NUTRIENT STEWARDSHIP IS an innovative and science-based approach that promotes environmental protection, increased production, increased profitability and improved sustainability. The concept is to use the right fertilizer at the right rate, at the right time, with the right placement. The 4R nutrient stewardship system will spread far and wide and benefit the environment and society as a whole. For fertilizer use to be sustainable, it requires cropping systems that provide economic, social and environmental benefits. Enhanced understanding, adoption and promotion of 4R is the goal of the sponsors of this website. To help address this challenge, The Fertilizer Institute (TFI) has been working collaboratively with the International Plant Nutrition Institute (IPNI), the International Fertilizer Industry Association and the Canadian Fertilizer Institute (CFI) to advance the 4R nutrient stewardship initiative. Two goals within the initiative include establishing 4Rs as a recognizable strategy for economic, social and environmental sustainability and expanding the adoption of 4R nutrient stewardship as well as the awareness of these efforts to federal and state program officials. Visit www.nutrientstewardship.com/about

USDA Increases Sugar Import Quota

THE USDA SAID IN April it will increase sugar imports this year, giving the raw sugar market a mild boost as the trade mulled where the sweetener would come from. The USDA said the extra imports will offset domestic sugarcane lost in Florida in January, when a hard freeze hit the state.

Farmall Legacy Ultra-Value

Value and options are two words that best describe the new Case IH Farmall 100A Series tractors. The new line joins the Farmall A, B and C utility

BASE Lube



ADVERTISER BENEFITS: **Buyer's Guides for your products**

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 nancy@sugarproducer.com.

- 👉 **January** - Tractor Buyer's Guide
- 👉 **February** - Irrigation Products Buyer's Guide
- 👉 **March** - Planting Equipment Buyer's Guide
- 👉 **April** - Crop Protection Chemicals Buyer's Guide
- 👉 **May** - Harvest Equipment Buyer's Guide
- 👉 **June/July** - Replacement Parts Buyer's Guide
- 👉 **August/September** - Trucks/Bulk Beds/Trailers Buyer's Guide
- 👉 **October** - Industry Handbook
- 👉 **November/December** - Strip-Till Buyer's Guide

January - Tractor Buyer's Guide
 Chemical Updates • Strip-Till • Planting
 Closing Date: November 27

Bonus Distribution:

- www.sugarproducer.com
- Far West Agribusiness Association Meeting
- Eastern ID Ag Expo
- Michigan Ontario Sugarbeet Research Reporting Session

February - Irrigation Products Buyer's Guide
 Crop Protection • Planting
 Closing Date: December 21

Bonus Distribution:

- www.sugarproducer.com
- American Sugarbeet Growers Association Annual Meeting
- University of Idaho Snake River Sugarbeet Conference

March - Planting Equipment Buyer's Guide
 All Growing Phases • ASGA Convention Report
 Closing Date: January 25

Bonus Distribution:

- www.sugarproducer.com
- International Sugarbeet Institute

April - Crop Protection Chemicals Buyer's Guide
 Sustainability • University & Professional Reports
 Closing Date: February 22

Bonus Distribution:

- www.sugarproducer.com
- NAMA Conference

May - Harvest Equipment Buyer's Guide
 Pest Control • Fall Weed Control
 Closing Date: March 29

Bonus Distribution:

- www.sugarproducer.com
- Sugar Industry Technologists Inc. Annual Meeting

June/July - Replacement Parts Buyer's Guide
 Smart Irrigation Month • Harvest Equipment Prep
 Closing Date: May 3

Bonus Distribution:

- www.sugarproducer.com
- World Association Beet & Cane Growers Conference
- Field Tours

August/September - Trucks/Bulk Beds/Trailers
 Buyer's Guide
 Harvest • Finance & Insurance
 Closing Date: June 28

Bonus Distribution:

- www.sugarproducer.com
- American Sugar Alliance Annual Symposium
- Strip-Till Expo

October - Industry Handbook
 Closing Date: August 30

Bonus Distribution:

- www.sugarproducer.com

Sugar Industry Map
 - Reference Chart
 Closing Date: September 27

Bonus Distribution:

- Inserts Into November/December Sugar Producer

November/ December
 New Seed Varieties
 Strip-Till Buyer's Guide
 Closing Date: October 11

Bonus Distribution:

- www.sugarproducer.com
- The Irrigation Show

COLUMNS	STANDARD DEPARTMENTS
<ul style="list-style-type: none"> • American Sugarbeet Growers Association • American Sugar Alliance • Editor's Sweet Talk 	<ul style="list-style-type: none"> • Calendar of Events • New Product Reviews • Industry News
FEATURES	BONUSES
<ul style="list-style-type: none"> • Grower/Farm Manager • Production Reports • In the Field: At Present • University Research Reports • New Equipment Reviews • Chemical Application Updates 	<ul style="list-style-type: none"> • Association Meeting Agendas • Trade Show Coverage • Field Tour Reports • Exclusive Timely Topics • Bonus Meeting and Show Distribution

DIGITAL ADVERTISING: Perfect complement to your print ads



Website – sugarproducer.com	3x	6x	9x	12x
Full Banner (468 x 60 pixels)	235	225	215	200
Tower (160 x 600 pixels)	310	300	275	250



Hot Links \$600 per year
Video Links \$220 per year

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.
HTML-based E-blast \$300







3 Simple Steps to Better Beets and Greater Profits
Rotate your sugarbeet crops with LibertyLink soybeans and earn \$2 for every acre you plant.

As glyphosate-resistant weeds appear across Minnesota and North Dakota, growers need real options for preserving the efficacy of glyphosate technologies. [Learn More](#)

Described below, we've included three great steps you can take to battle weed resistance, gain a powerful weed management edge, enjoy outstanding agronomic performance and make extra cash on every acre.



Step No. 1: Practice Crop Rotation

[Crop rotation](#) is a proven method of preserving the utility of herbicide technologies. By rotating crops, you can also rotate herbicides and modes of action, effectively reducing selection pressure on weeds to evolve resistant strains.

Step No. 2: Rotate Sugarbeets with LibertyLink Soybeans

[LibertyLink soybeans](#) and [Ignite herbicide](#) offer a powerful weed management alternative to glyphosate. LibertyLink soybeans have a built-in tolerance to Ignite, which uses a different mode of action effective on more than 100 broadleaf and grass weeds, including glyphosate-resistant ones. Growers also benefit from the high-yielding genetics of LibertyLink varieties designed for specific geographies like the Red River Valley. Contact your [Bayer CropScience representative](#) to find the right variety for your fields.



Step No. 3: Preserve Glyphosate, Earn \$2 Per Acre

When you order at least 250 units of LibertyLink soybeans by February 1, 2012, you can earn \$2 per acre with the 2012 Innovation Plus Program. For more information, contact your local [Bayer CropScience representative](#), or visit www.innovationplusprogram.com or www.bayercropscience.us.

Always read and follow label instructions.

2013 Rate Card #38

BLACK/WHITE	1x	3x	6x	9x
Full Page	2904	2759	2622	2491
Two-Thirds Vertical Island	2374	2268	2168	2071
Two-Thirds Page	2121	2015	1914	1818
Half Vertical Island	1860	1767	1678	1594
Half Page Horizontal	1656	1573	1494	1421
Third Vertical	1327	1269	1214	1161
Third Horizontal	1245	1187	1131	1079
Third Page	1162	1105	1049	997
Sixth Page	640	607	578	548
Twelfth Page	352	334	318	302
2nd or 3rd Cover	3050	2898	2753	2616
Spread	5809	5517	5243	4982

2 COLOR	1x	3x	6x	9x
Full Page	3341	3174	3015	2864
Two-Thirds Vertical Island	2759	2663	2568	2472
Two-Thirds Page	2546	2417	2297	2182
Half Vertical Island	2325	2207	2097	2065
Half Page Horizontal	2285	2172	2063	1960
Third Vertical	1658	1598	1538	1479
Third Horizontal	1585	1517	1451	1387
Third Page	1512	1435	1363	1296
Sixth Page	945	904	868	830
2nd or 3rd Cover	3508	3333	3166	3007
Spread	6681	6346	6029	5727

4 COLOR	1x	3x	6x	9x
Full Page	4443	4221	4010	3811
Two-Thirds Vertical Island	3525	3366	3215	3072
Two-Thirds Page	3181	3021	2871	2728
Half Vertical Island	2789	2648	2517	2391
Half Page Horizontal	2484	2359	2241	2130
Third Vertical	1922	1836	1754	1674
Third Horizontal	1833	1745	1663	1584
Third Page	1743	1656	1573	1494
Sixth Page	1509	1461	1425	1380
2nd or 3rd Cover	4666	4433	4212	4001
Back Cover	4888	4644	4412	4192
Spread	8886	8442	8020	7621

AD SPECIFICATIONS

Two-Page Spread	15.125 x 10
Full Page.....	7.0625 x 10
2/3 Page Vertical.....	4.667 x 10
1/2 Page Horizontal.....	7.083 x 4.833
1/2 Page Vertical.....	4.667 x 7.333
1/3 Page Rectangular.....	4.667 x 4.833
1/3 Page Horizontal.....	7.083 x 3.167
1/3 Page Vertical.....	2.25 x 10
1/6 Page Horizontal.....	4.667 x 2.333
1/6 Page Vertical.....	2.25 x 4.833
1/12 Page	2.25 x 2.333

Complete ad specs: sugarproducer.com/media

Email high res pdf files to:

Dave Alexander, Advertising Director
208-542-2213 • dave@sugarproducer.com

Rob Erickson, Account Executive
208-542-2218 • rob.erickson@sugarproducer.com

Trim Size.....	8" x 10.75"
Live Area Page.....	7.083" x 10"
Live Area Spread.....	15" x 10"
Spread Bleed Size	16.25" x 11"
Page Bleed Size	8.25" x 11"



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MARKETING OPTIONS: Break away from the ordinary

Sugar

PRODUCER

MAGAZINE OPTIONS

Using creative options in print will make your ad message stand out. Belly bands, cover wraps, inserts and polybags will set you apart.

DIRECT MAIL/BROCHURES

Put your marketing materials into sugarbeet growers' homes by renting our circulation list. Everything can be handled for you by your account representative, using our large-format, full-service, on-site print shop.

You can also get help with your brochures, reprints and any other printed matter.



Get quote
dave@sugarproducer.com



The strongest seedling protection against Rhizoctonia.

The most advanced seed protection against Rhizoctonia and other diseases and insects. Your sugar beet seed from the inside out with the powerful history of NipsIt™ SUITE Sugar Beets System. This innovative treatment is designed to protect your seed and seedling from a spectrum of yield-robbing diseases and insects.

For contact and super-systemic protection, NipsIt™ SUITE Sugar Beets System uses Valent's patent-pending Lock Tight™ Technology, the strongest seedling protection against Rhizoctonia and other diseases and insects.

As a leading-edge system, you'll have unmatched handling and protection of your single most important investment—the seed. Healthier plants, better stands and higher yields.

For more about the latest technology of NipsIt™ SUITE Sugar Beets System, contact your local seed supplier.

METLOCK™ SUITE METLOCK™ SUITE Sugar Beets System is also available specifically for fungicide disease protection.

METLOCK™ SUITE METLOCK™ SUITE Sugar Beets System is also available for fungicide disease protection.

VALENT Products That Work. Plant People Who Care! | www.valent.com | 800-6-VALENT (862-5368)
Always read and follow label instructions.

NipsIt™ SUITE Sugar Beets System is a promotional combination of NipsIt™ INSECTICIDE (BPA reg. #2930-151) and METLOCK™ FUNGICIDE (BPA reg. #2930-171) from Valent U.S.A. Corporation and SeedShield™ 248 FS Fungicide (BPA reg. #2930-101) from Nufarm.
METLOCK™ SUITE System is a promotional combination of METLOCK™ FUNGICIDE (BPA reg. #2930-171) from Valent U.S.A. Corporation and SeedShield™ 248 FS Fungicide (BPA reg. #2930-101) from Nufarm.
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PLANT **Employ**
PHEALTH PROMOTER
for POTATOES

THE MOST IMPORTANT ADVANTAGE is a **YIELD ADVANTAGE!**

SERENADE ASO

Proven protection against White Mold* and other foliar diseases

- Shortest available Restricted Entry Interval (4 hours);
- The most flexible labeling on the market;
- 0-day Pre-Harvest Interval;
- Broad spectrum disease control, including Erwinia and Late Blight.

Time (DAT)	SERENADE ASO 4qt (%)	Omega 8oz (%)
7DAT	~95	~85
14DAT	~95	~85
21DAT	~95	~85

Fort Hall, ID - 2007. Chemigation application. *Sclerotinia sclerotiorum

OMRI Can be Used for Organic Production

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EDITORIAL PLANNING OVERVIEW:

Dates at a glance



ISSUE	SPACE	MAIL	EDITORIAL CALENDAR
January	November 27	December 28	Tractor Buyer's Guide
February	December 21	January 24	Irrigation Products Buyer's Guide
March	January 25	February 25	Planting Equipment Buyer's Guide
April	February 22	March 22	Crop Protection Chemicals Buyer's Guide
May	March 29	April 26	Harvest Equipment Buyer's Guide
June/July	May 3	June 3	Replacement Parts Buyer's Guide
August/September	June 29	July 29	Trucks/Bulk Beds/Trailers Buyer's Guide
October	August 30	September 30	Industry Handbook
Sugar Industry Map	September 27	November 8	National Industry Reference Chart
November/December	October 11	November 8	Strip-Till Buyer's Guide

Materials due one week after space deadline