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?

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 27 • Materials Due Dec 4 • Mail Date: Dec 22

February - Irrigation Products Buyers’ Guide
Crop Protection • Planting
Space Closes: Dec 22 • Materials Due Dec 29 • Mail Date: Jan 23

March - Growth Promoters & Fertilizers Buyers’ Guide
All Growing Phases • ASGA Convention Report
Closing Date: Jan 26 • Materials Due Feb 2 • Mail Date: Feb 22

April – Crop Protection Chemicals Buyers’ Guide
Sustainability • University & Professional Reports
Space Closes: Feb 23 • Materials Due Mar 2 • Mail Date: Mar 21

May – Harvest Equipment Buyers’ Guide
Pest Control • Fall Weed Control
Space Closes: Mar 30 • Materials Due Apr 6 • Mail Date: Apr 25

June/July - Truck/Bulk Beds/Trailers Buyers’ Guide
Smart Irrigation Month • Harvest Equipment Prep
Space Closes: Apr 27 • Materials Due May 4 • Mail Date: May 23

August/September - Tillage Buyers’ Guide
Harvest • Finance & Insurance
Space Closes: June 29 • Materials Due Jul 6 • Mail Date: Jul 26

October - Industry Handbook & Seed Directory
Space Closes: Aug 24 • Materials Due Aug 31 • Mail Date: Sept 21

November/ December
Planting Equipment
Buyers’ Guide
New Seed Varieties
Space Closes: Sept 28
• Materials Due Oct 5
• Mail Date: Oct 26

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
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%.