



# Sugar

PRODUCER

2015 MEDIA KIT

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[www.sugarproducer.com](http://www.sugarproducer.com)

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

# What makes Sugar Producer magazine #1 in the industry?

# Sugar PRODUCER



## 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

See all issues online at [www.sugarproducer.com](http://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 .....	10,300
CANADA.....	285
PROMOTION/TRADE SHOWS .....	215
TOTAL.....	10,800

# DEMOGRAPHICS:

## Sugarbeet growers top five

See Complete Reader Survey Results at  
[www.sugarproducer.com/readersurvey](http://www.sugarproducer.com/readersurvey)

### READER FACTS

Age Average ..... 51  
Operations Over \$1M .....60%  
Operations Over \$2M .....33%  
Grown Sugarbeets 16+ Years....81%  
Planted 500+ Sugarbeets Acres ..41%

### ACTIVITIES

ATV's  
Boating  
Fishing  
Hunting  
Golfing

### EQUIPMENT

#### OWNED

Pickup Truck (1/2 or 3/4 ton)  
Used Tractor  
Defoliator/Shredder  
Sugarbeet Harvester  
Tandem-Axle Truck

#### GOING TO BUY

Used Tractor  
New Tractor  
Pickup Truck (One ton or above)  
Sugarbeet Planter  
Automatic Truck Tarper

### IRRIGATION

#### OWNED

Center Pivot System  
Handline Sprinkler System  
Irrigation Pump  
Center Pivot System with  
Chemigation/Fertigation  
Surface (Gravity Flow)

#### GOING TO BUY

Center Pivot System with  
Chemigation/Fertigation  
Moisture Sensors  
Center Pivot System  
Drip System  
Pump

### TECHNOLOGY

#### OWNED

Precision Guided Tractor  
Farm Management Computer  
Software  
Smart Phone Farm Apps for Use in Field  
Precision Guide Sprayer  
Precision Guided Harvester

#### GOING TO BUY

Farm Smart Phone Apps  
Farm Management Software  
Precision Guided Tractor  
Precision Irrigation  
Precision Guided Sprayer

### CHEMICALS

#### CHEMICALS USED

Fertilizer - dry  
Herbicide  
Fertilizer - liquid  
Insecticide  
Adjuvant/Surfactant

#### DISEASE PROBLEMS

Rhizoctonia  
Rhizomania  
Cercospora Leaf Spot  
Various Soil Fungi  
Powdery Mildew

#### PEST PROBLEMS

Root Aphids  
Nematodes  
Cutworms  
Root Maggots  
Wireworm

#### WEED PROBLEMS

Common Lambsquarters  
Kochia  
Redroot Pigweed  
Canada Thistle  
Hairy Nightshade

- Every issue online at [www.sugarproducer.com](http://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

### Off the Top

News, products and updates from the sugarbeet industry

#### SYNGENTA INVESTS IN RESEARCH

As sugarbeet growers continue to evolve, so does their need for efficient crop management.

Syngenta is committed to taking this journey with growers by heavily investing in sugarbeet research to produce a robust pipeline of products.

"We continue to adapt our Tillering varieties to local performance needs while upholding our high standards for seed quality, plantability and stand establishment," said Jeff Pomeroy, Syngenta sugarbeet crop portfolio head.

Syngenta complements its seed options with solutions like CruiserMaxx Sugarbeets insecticide/fungicide seed treatment, a combination of separately registered products, Quadris fungicide, Inspire XI fungicide and Sequence herbicide to meet production challenges like Rhizoctonia, Cercospora leafspot and glyphosate-resistant weeds.

"Not only are we delivering tools today, we are keeping an eye to the future with a strong research program that includes a nematocidal seed treatment, post harvest fungicides and enhanced genetic traits," Pomeroy said. "Syngenta is committed to collaborating with the sugarbeet industry and sugar cooperatives to create even more efficient sugar production."

Visit [www.sugarbeets.farmassist.com](http://www.sugarbeets.farmassist.com).



Syngenta develops answers to sugarbeet production challenges.

#### RABO AGRIFINANCE ADDS TO NAMPA TEAM

Rabo Agrifinance announces the addition of Corey Coles as relationship manager based out of Rabo Agrifinance's Nampa, Idaho, office.

Rabo Agrifinance, based in St. Louis, is a provider of capital and financial solutions to U.S. agricultural producers and agribusinesses. Coles will work closely with growers to provide capital needs to purchase and operate their respective enterprises to ensure their long-term success.

Coles comes to Rabo Agrifinance with a background in both agricultural education and lending. He is involved in FFA, the Idaho-Oregon Fruit and Vegetable Association and the Idaho Cattlemen's Association. Coles is also a prior Endowment Board Member of the Idaho State 4-H and a University of Idaho graduate.

As a large-capacity lender, Rabo Agrifinance has the ability and expertise to handle substantial operations and all complexities of credit.

Visit [www.RaboAg.com](http://www.RaboAg.com).



Corey Coles

#### APPLY NOW FOR IPNI SCHOLAR AWARD PROGRAM

The International Plant Nutrition Institute (IPNI) announced that the IPNI Scholar Award program for 2014 is now open and accepting applications.

The IPNI Scholar Award requires candidates to be either a M.Sc. or Ph.D. degree in agronomy, soil science or a related field. Applicants must submit an application and supporting information by April 30. Graduate students from any country having an IPNI Regional program are eligible.

Only a limited number of recipients are selected for the award, worth \$2,000 each. The application process is available online only. Recipients will be announced in September.

To begin the application process, visit [www.ipni.net/scholar](http://www.ipni.net/scholar).

#### DETECT DISEASES WITH NEOGEN TAILGATE TEST

Neogen Corporation would like to introduce the Neogen Tailgate Test for plant disease detection.

This test allows for immediate disease detection in the field or at the tailgate, empowering growers to be able to make instantaneous management decisions.

Neogen Tailgate Tests are simple and make plant disease detection available where it really matters. These tests require no advanced training and can produce an accurate result in 10 minutes or less.

Neogen Tailgate Tests are available for the detection of over 15 important viral, bacterial and fungal plant pathogens.

Since it was founded in 1982, Neogen has developed a vast array of simple diagnostic tools to help food producers and processors ensure their products are safe and of the highest possible quality. Neogen strives to provide effective, easy to use tests that can detect the pathogens that are important to you and your business.

Visit [www.neogen.com](http://www.neogen.com).



#### T. G. SCHMEISER UNVEILS GRADER BLADE SERIES

T. G. Schmeiser Co. Inc. introduces the Schmeiser Grader Blade (SGB) Series now available in 28-, 30 and 40-foot working widths.

The SGB offers high-quality grading where laser and precision scrapers are not necessary, as well as performing a superior final seedbed preparation for small grains. Built to maximize daily productivity, the 40-foot wide working blade is ideal to cover more land with fewer passes in less time, saving both fuel and labor costs. The smaller widths are designed to fit into smaller areas where tight turns and passes are necessary. The folding tongue reduces the transport width for all units to 5 feet, allowing the graders to be easily transported to multiple sites for optimum efficiency.

All grader blades are built tough and durable in the United States with reliable construction by T. G. Schmeiser. They feature a reversible cutting blade, self-lubricating bushings on high-impact pivot points, 27-inch, curved-becket height to promote optimum soil roll and easy-to-adjust reversible gauge wheels. Hydraulic depth control is standard.

Equipment is designed to work in conjunction with many other farm implements to help save time and money.

Visit [www.tgschmeiser.com](http://www.tgschmeiser.com).

#### TBEI WELCOMES NEW CUSTOMER SERVICE MANAGER

Truck Bodies and Equipment International (TBEI) recently announced the hire of Sandy Elkins as its new Crystal customer service manager at its Lake Crystal, Minn., facility.

Elkins worked previously at TBEI-Crystal for 19 years. During that time, Elkins worked in various departments including sales, scheduling production and loads, marketing and accounts receivable.



Sandy Elkins

#### LINDSAY ANNOUNCES NEW MAGNETIC FLOW METER

Lindsay Corporation, maker of Zimmatic irrigation systems, has added a new magnetic flow meter to its Growsmart by Lindsay product line.

Compared to propeller flow meters, the Growsmart magnetic flow meter does not have any moving parts such as propellers or bearings that may break, causing interruptions in water measurement and resulting in extra costs, according to Reese Andrews, new technology product manager at Lindsay.

Andrews said the flow meter can be enhanced with FieldNET by Lindsay, the company's wireless irrigation management system.

"With FieldNET-ready capa-



#### FOUNDATION OFFERS \$2,500 SCHOLARSHIPS

The Responsible Nutrient Management Foundation is offering scholarships in the amount of \$2,500.

Students attending an agriculture-related program at a post-secondary educational institution in the United States during the 2014-15 school year may apply. Visit [www.rnmf.org](http://www.rnmf.org) scholarship.

The application deadline is May 31.

#### NEW PLANTING TIME INSECTICIDE SYSTEM INTRODUCED

Invisect Crop Care announced the launch of Nirvana in time for the 2014 growing season.

Nirvana is a patented formulation catalyst that allows the use of standard EC formulated insecticides to be mixed with liquid fertilizers for use at planting to protect against soil insects.

"Getting pesticides to effectively mix with starter fertilizers is very challenging simply due to the chemical composition of the fertilizers and the EC-based insecticides," said Greg McLane, director of research and development for Invisect. "After many, many iterations, we found a unique combination of chemistries that will serve as a bridge to connect the fertilizer



# 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 [allen@sugarproducer.com](mailto:allen@sugarproducer.com).

**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** - Strip-Till Buyer's Guide

**October** - Industry Handbook and Seed Directory

**November/December** - Planting Equipment Buyer's Guide

# EDITORIAL PLANNER: January through December 2015

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

### **Bonus Distribution:**

- www.sugarproducer.com
- Eastern ID Ag Expo
- Michigan Ontario Sugarbeet Research Reporting Session

**Closing Date: November 25 • Materials Due December 2**

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

### **Bonus Distribution:**

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

**Closing Date: December 19 • Materials Due December 26**

## **March** - Growth Promoters & Fertilizers Buyer's Guide All Growing Phases • ASGA Convention Report

### **Bonus Distribution:**

- www.sugarproducer.com
- International Sugarbeet Institute

**Closing Date: January 23 • Materials Due January 30**

## **April** - Crop Protection Chemicals Buyer's Guide Sustainability • University & Professional Reports

### **Bonus Distribution:**

- www.sugarproducer.com
- NAMA Conference

**Closing Date: February 20 • Materials Due February 27**

## **May** - Harvest Equipment Buyer's Guide Pest Control • Fall Weed Control

### **Bonus Distribution:**

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

**Closing Date: March 27 • Materials Due April 3**

## **June/July** - Truck/Bulk Beds/Trailers Buyer's Guide Smart Irrigation Month • Harvest Equipment Prep

### **Bonus Distribution:**

- www.sugarproducer.com
- Field Tours

**Closing Date: May 1 • Materials Due May 8**

## **August/September** - Strip-Till Buyer's Guide Harvest • Finance & Insurance

### **Bonus Distribution:**

- www.sugarproducer.com
- American Sugar Alliance Annual Symposium

**Closing Date: June 26 • Materials Due July 6**

## **October** - Industry Handbook & Seed Directory

### **Bonus Distribution:**

- www.sugarproducer.com

**Closing Date: August 28 • Materials Due September 4**

## **Sugar Industry Map** - Reference Chart

### **Bonus Distribution:**

- Inserts Into  
November/December  
Sugar Producer

**Closing Date: September 25**

**Materials Due October 2**

## **November/ December** Planting Equipment Buyer's Guide New Seed Varieties

### **Bonus Distribution:**

- www.sugarproducer.com
- The Irrigation Show

**Closing Date: October 9 • Materials Due October 16**

### **COLUMNS**

- American Sugarbeet Growers Association
- American Sugar Alliance
- Editor's Sweet Talk

### **STANDARD DEPARTMENTS**

- Calendar of Events
- New Product Reviews
- Industry News

### **FEATURES**

- Grower/Farm Manager
- Production Reports
- In the Field: At Present
- University Research Reports
- New Equipment Reviews
- Chemical Application Updates

### **BONUSES**

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

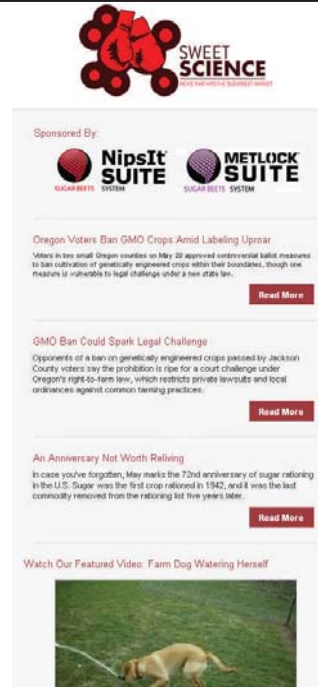
# DIGITAL ADVERTISING: Perfect complement to your print ads

# Sugar

PRODUCER

A new Sugar Producer website was launched last year. This combined with a determined effort on SEO has caused explosive growth on sugarproducer.com.

**471% Increase in Page Views**      • **476% Increase in Visits**



Website - sugarproducer.com	3 Mos.	6 Mos.	9 Mos.	12 Mos.
<b>Peel-Away</b>	330	320	310	300
Top left corner on all pages. Not visible on mobile.				
<b>Background</b>	350	340	330	320
On right and left on all pages. Not visible on mobile.				
<b>468 x 60 Banner</b>	330	320	310	300
Visible on all pages and all devices.				
<b>920 x 66 Banner</b>	300	290	280	270
Top of each page. Not visible on mobile.				
<b>728 x 90 Banner</b>	280	270	260	250
Above the fold on home page only. Not visible on mobile.				
<b>300 x 300 Square</b>	225	215	205	195
Right hand side on all pages. Not visible on mobile.				
<b>160 x 600 Tower</b>	235	225	215	200
Right hand side on all pages. Not visible on mobile.				
<b>300 x 600 Tower</b>	280	270	260	250
Right hand side on all pages. Not visible on mobile.				

**Sweet Science** bi-weekly e-newsletter is sent 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.

**Full Banner (468 x 60)**  
**\$300 net for one month (4 emails)**

LIBERTY LINK  
HERBICIDE RESISTANT

Ignite

Bayer CropScience  
Contact Us

**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**

LibertyLink<sup>®</sup> soybeans and Ignite<sup>®</sup> powerful weed management alternate LibertyLink soybeans have a built-in which uses a different mode of action than 100 broadleaf and grass weed glyphosate-resistant ones. Growers high-yielding genetics of LibertyLink designed for specific geographies in Valley. Contact your Bayer CropScience find the right variety for your fields.

**E-BLASTS**

Your message, and yours alone. Send your updates and/or offers to potato 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 Net**

**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](http://www.innovationplusprogram.com) or [www.bayercropscience.us](http://www.bayercropscience.us)

\*Always read and follow label instructions

# 2015 Rate Card #40

## PRINT ADVERTISING

	BLACK/WHITE	FULL COLOR
Full Page.....	3049	4665
Two-Thirds Vertical Island .....	2493	3701
Two-Thirds Page .....	2227	3340
Half Vertical Island.....	1953	2928
Half Horizontal .....	1739	2608
Third Vertical .....	1393	2018
Third Horizontal .....	1307	1925
Third Page .....	1220	1830
Sixth Page .....	672	1584
Twelfth Page.....	370	670
2nd or 3rd Cover .....	3203	4899
Spread .....	6099	9330
Back Cover .....		5132

### Frequency discounts off above rates

Your ad in 3 issues saves you 3% each issue  
 Your ad in 6 issues saves you 6% each issue  
 Your ad in 9 issues saves you 9% each issue

### Plus, additional savings

Additional 15% off the discounted rate when you furnish a completed ad

**First-time advertiser special rates:** Contact your sales rep

**Combine print and digital ads for even greater savings:** Contact your sales rep

**Direct Mail, polybags, belly bands, inserts, brochures, etc.** All available and limited only by your imagination: Contact your sales rep

## AD SPECIFICATIONS

Trim Size .....	8 x 10.75
Full Page.....	7.0625 x 10
Full Bleed Size.....	8.25 x 11
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
Two-Page Spread .....	15.125 x 10
Spread Bleed Size .....	16.25" x 11

Complete ad specs: [sugarproducer.com/media](http://sugarproducer.com/media)

## DIGITAL ADVERTISING

WEBSITE: SUGARPRODUCER.COM	3 Mos	6 Mos	9 Mos	12 Mos
<b>Peel-Away</b> Top left corner on all pages. Not visible on mobile.	330	320	310	300
<b>Background</b> On right and left on all pages. Not visible on mobile.	350	340	330	320
<b>468 x 60 Banner</b> Visible on all pages and all devices.	330	320	310	300
<b>920 x 66 Banner</b> Top of each page. Not visible on mobile.	300	290	280	270
<b>728 x 90 Banner</b> Above the fold on home page only. Not visible on mobile.	280	270	260	250
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<b>160 x 600 Tower</b> Right hand side on all pages. Not visible on mobile.	235	225	215	200
<b>300 x 600 Tower</b> Right hand side on all pages. Not visible on mobile.	280	270	260	250

## SWEET SCIENCE BI-WEEKLY E-NEWSLETTER

Full Banner (468 x 60)  
 \$300 net for one month (4 emails)

## E-BLASTS

HTML-based E-blast ..... \$300 Net

Email high res pdf files to:  
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 Rob Erickson, Account Executive  
 208-542-2218 • [rob.erickson@sugarproducer.com](mailto:rob.erickson@sugarproducer.com)



**CORPORATE OFFICES**  
 Harris Publishing, Inc.  
 360 B Street, Idaho Falls, ID 83402  
 (208)524-7000 Fax (208) 522-5241  
[www.potatogrower.com](http://www.potatogrower.com)

Jason Harris, Publisher  
 208-542-2222  
[jasonharris@harrispublishing.com](mailto:jasonharris@harrispublishing.com)

Allen Thayer, Editor  
 208-542-2259  
[allen@sugarproducer.com](mailto:allen@sugarproducer.com)