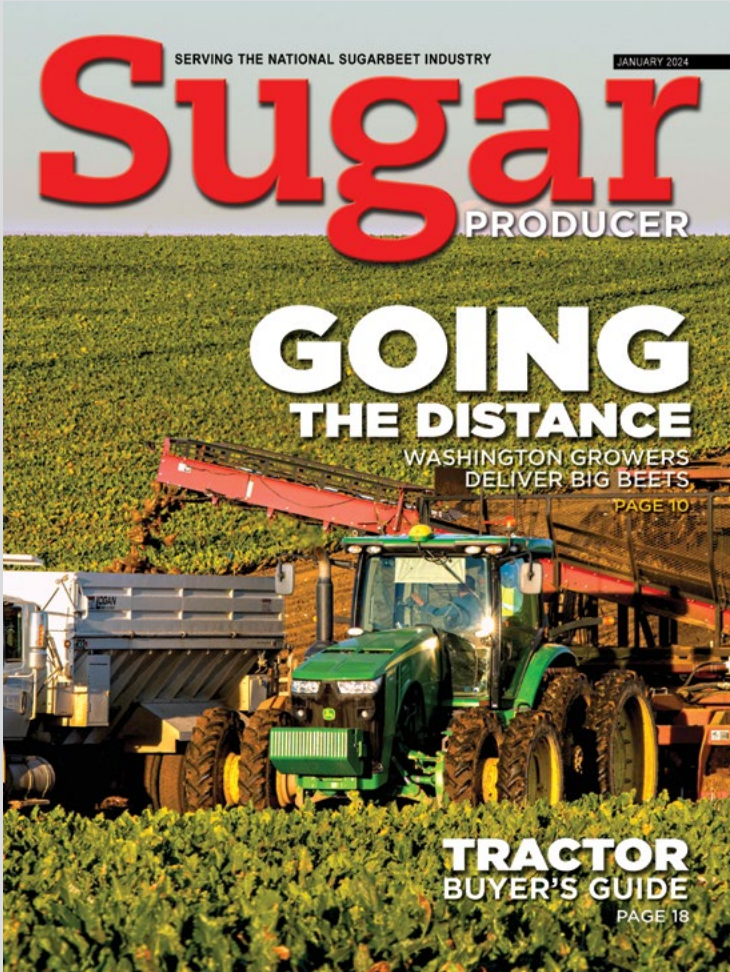


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2025
MEDIA PLANNER

**SUGAR
BEET
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UNITED STATES 7,602

CANADA/FOREIGN 18

BONUS DISTRIBUTION AT TRADE SHOWS 580

TOTAL DISTRIBUTION 8,200

EDITORIAL PLANNER: JANUARY THROUGH DECEMBER 2025



JANUARY - TRACTOR BUYERS' GUIDE

CHEMICAL UPDATES • STRIP-TILL
• PLANTING

Space Closes: Dec. 3 • Materials Due Dec. 10
Mail Date: Dec. 30

FEBRUARY - IRRIGATION PRODUCTS BUYERS' GUIDE

CROP PROTECTION • PLANTING

Space Closes: Jan. 7 • Materials Due Jan. 14
Mail Date: Feb. 3

MARCH - GROWTH PROMOTERS AND FERTILIZERS BUYERS' GUIDE

ALL GROWING PHASES • ASGA
CONVENTION REPORT

Space Closes: Feb. 4 • Materials Due Feb. 11
Mail Date: Mar. 3

APRIL - CROP PROTECTION CHEMICALS BUYERS' GUIDE

SUSTAINABILITY • UNIVERSITY &
PROFESSIONAL REPORTS

Space Closes: Mar. 4 • Materials Due Mar. 11
Mail Date: Mar. 31

MAY - HARVEST EQUIPMENT BUYERS' GUIDE

PEST CONTROL • FALL WEED
CONTROL

Space Closes: Apr. 1 • Materials Due Apr. 8
Mail Date: Apr. 28

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

JUNE/JULY - TRUCK/BULK BEDS/ TRAILERS BUYERS' GUIDE

SMART IRRIGATION MONTH • HARVEST
EQUIPMENT PREP

Space Closes: May 6 • Materials Due May 13
Mail Date: June 3

AUGUST/SEPTEMBER TILLAGE BUYERS' GUIDE

HARVEST • FINANCE & INSURANCE

Space Closes: July 1 • Materials Due July 8
Mail Date: July 28

OCTOBER - INDUSTRY HANDBOOK AND SEED DIRECTORY

Space Closes: Sept. 2 • Materials Due Sept. 9
Mail Date: Sept. 29

NOVEMBER/ DECEMBER PLANTING EQUIPMENT BUYERS' GUIDE NEW SEED VARIETIES

Space Closes: Oct. 7 • Materials Due Oct. 14
Mail Date: Nov. 3

SUGAR INDUSTRY MAP

REFERENCE CHART

Space Closes: Sept. 16 • Materials Due Sept. 23
Mail Date: Oct. 13



DIGITAL ADVERTISING RATES & SPECS

PERFECT COMPLEMENT TO YOUR PRINT ADS



With an average of 3,700 page views per month and an average of 10,000 impressions per month, sugarproducer.com is responsive. Delivering optimized viewing for all devices, SEO is done daily.

WEBSITE: SUGARPRODUCER.COM

- 320 x 50 Banner..... \$300
Visible on mobile only
- 300 x 250 Banner..... \$400
Visible on all pages • Visible on mobile.
- 300 x 600 Tower \$500
Visible on all pages • Visible on mobile.
- 728 x 90 Banner..... \$600
Visible on all pages • Not visible on mobile.
- 970 x 90 Banner \$800
Top of each page • Not visible on mobile.
- Sponsored Online Advertising
500 words \$1,500 per month

“SUGAR CONTENT” WEEKLY E-NEWSLETTER

Full Banner (728x90)
\$600 net for one month (4 emails)
Average send 500

SUGAR CONTENT

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.

E-BLASTS

HTML-based E-blast \$600 net per send
Average send 500

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.

E-BLAST SPECS

E-blast specifications: Our system serves an HTML-based email message. All images and other supporting files must be called from other sources provided by the advertiser. We recommend the dimensions of the HTML design not exceed 680x907. Emails are best designed at around 600px wide. You can use any HTML tags and use inline CSS styles.

No Java Scripts or Ajax. We request all images have alternate text to help pass spam filters.

-NO DIVS, it needs to be in tables. There can be nested tables. No floats, no inline blocks, etc. It all has to be in tables.

-No linking outside stylesheets. No special font files. Anything linked elsewhere (except for images) won't work.

-It's best NOT to use HTML converters or make things in programs like Word, since Word and similar programs insert a lot of junk HTML that, at best, bloats the memory size of your email, and, at worst, won't make your email template work at all in email systems.

-No CSS styles declared in the head; Gmail and Hotmail strips them out. If you have things in the head they need to be repeated inline in the HTML, too.

Harris Publishing will add our disclaimer to the top and bottom of your email. You can supply your HTML email in a Notepad file or HTML document file.

Acceptable files for banner ads: JPG, PNG, GIF
Max banner ad file size 150 KB

SERVING THE NATIONAL SUGARBEET INDUSTRY

SINCE 1974 / 2025 RATE CARD 50



PRINT ADVERTISING

FOUR COLOR	1x	3x	6x	9x
Full Page	\$4,898	\$4,752	\$4,605	\$4,458
2/3 Page Vertical	3,886	3,769	3,652	3,536
2/3 Page Horizontal	3,507	3,402	3,297	3,192
1/2 Page Vertical	3,074	2,982	2,890	2,798
1/2 Page Horizontal	2,738	2,656	2,574	2,492
1/3 Page Vertical	2,118	2,055	1,991	1,928
1/3 Page Horizontal	2,021	1,961	1,900	1,839
1/3 Page Square	1,921	1,864	1,807	1,749
1/6 Page Horizontal	1,663	1,613	1,563	1,514
1/6 Page Vertical	1,663	1,613	1,563	1,514
2nd or 3rd Cover	5,143	4,988	4,836	4,681
Back Cover	5,388	5,227	5,065	4,904
Spread	9,796	9,503	9,209	8,915

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

Don't forget to ask about printing options for: Catalogs, Brochures, Mailing services, Product literature.

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

FOR PRINT, EMAIL HIGH-RES PDF FILES TO:

Rob Erickson, Advertising Director
(208) 542-2218 - rob.erickson@harrispublishing.com



AD SPECIFICATIONS

Full Page Bleed Size	8.25 x 11	1/3 Page Horizontal.....	7.083 x 3.167
Full Page Trim Size.....	8 x 10.75	1/3 Page Square.....	4.667 x 4.833
Full Page Live Area.....	7.0625 x 10	1/6 Page Horizontal.....	4.667 x 2.333
2/3 Page Vertical	4.667 x 10	1/6 Page Vertical	2.25 x 4.833
2/3 Page Horizontal.....	7.083 x 6.667	1/12 Page	2.25 x 2.333
1/2 Page Vertical	4.667 x 7.333	Two-Page Spread	15.125 x 10
1/2 Page Horizontal.....	7.083 x 4.833	Spread Bleed Size.....	16.25" x 11
1/3 Page Vertical	2.25 x 10	Complete ad specs:	sugarproducer.com/media

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