

THE



SUGARBEET

G R O W E R



MEDIA KIT

EFFECTIVE AUGUST 2011

Editorial Content

Targeted & Effective

The Sugarbeet Grower enjoys a well-established reputation for superior coverage of the U.S. sugarbeet industry. No other medium matches our strong mix of timely, relevant sugarbeet-focused articles and news. Readers know that when they open **The Sugarbeet Grower**, they'll find accurate, well-presented information of direct interest and relevance to their operations. That reality translates into optimum exposure for our advertisers' messages.

Articles and photos for our six annual issues are developed with all U.S. and Canadian beet-producing areas in mind. Along with staff travels and contacts, editorial content is provided by sugar company personnel, USDA and university specialists, free-lance writers and other industry insiders. Each issue carries a popular column by Luther Markwart, executive vice president of the American Sugarbeet Growers Association. We also feature entertaining contributions from Minnesota grower David Kragnes.

The Sugarbeet Grower offers a wide range of editorial topics — from innovative production practices to articles

on grower-developed equipment; from weed and pest management strategies to the latest research findings; from national legislative and regulatory policies to international trade issues. Through it all, our singular objective is to serve the needs and interests of our readers.

Here's a sampling of feature articles from the most recent publishing season of **The Sugarbeet Grower**:

- Michigan Stale Seedbed & Zone-Till Producer
- Red River Valley Variable-Rate Seeding Research
- 2010 North American Sugarbeet Crop Year Review
- Retiring Company Exec Cal Jones Looks Back
- American Sugarbeet Growers Assn. Annual Meeting
- Nebraska Deficit Irrigation Study Results
- Prepile Field Selection: Ag Staff Suggestions
- Energy Beets Promoted in North Dakota, California
- Overview of Sugar, HFCS & Ethanol in Canada

Editorial Calendar — **The Sugarbeet Grower** does not devote entire issues to specific subjects. But we are very conscious about presenting seasonal topics on a timely basis. For instance, seed- or planting-oriented articles typically appear in November/December and January, while harvest-focused content can usually be found in the July/August issue. Contact our editor with any questions!

Circulation

Your Customers, Our Audience

Our objective is simple and focused: to deliver **The Sugarbeet Grower** to every current sugarbeet producer in the United States and Canada. We also provide the magazine to key sugar industry personnel (e.g., beet processor managers and ag staff), university/USDA sugarbeet specialists, and leaders in affiliated industry and government.

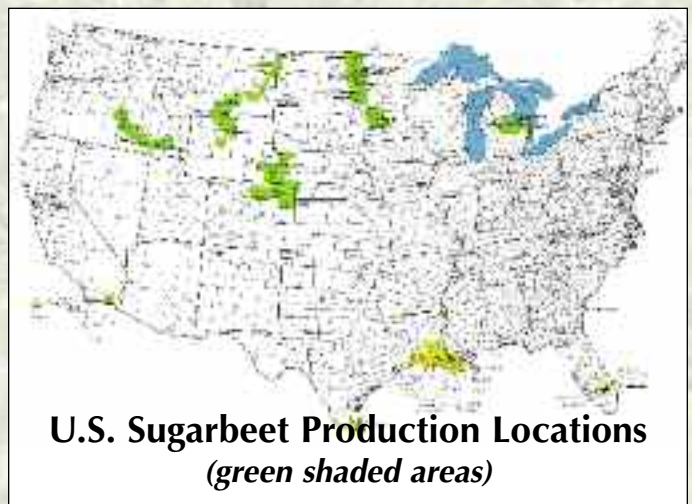
To achieve this goal, we cooperate with sugarbeet processors and grower associations across North America. They allow us to cross-check our mailing list against their grower rosters, adding any new names and updating reader addresses as needed. This is an ongoing program, as we work with these organizations on a rotating basis.

During the past decade, we have consistently documented **90+** % of our readers as current sugarbeet growers. So when your company advertises in **The Sugarbeet Grower**, be assured your message is reaching the exact audience for which it is intended. Your advertising dollars will not be 'wasted' on those who are not prospective customers for your products and services. That makes great sense (and dollars) for you!

As agriculture evolves, **The Sugarbeet Grower** remains focused on reaching all those who plant, nurture and harvest the sugarbeet crop. Simply put, there is no better medium for effectively communicating with today's beet grower audience.

The figures below represent the number of readers to whom **The Sugarbeet Grower** was being sent as of the July/August 2011 issue. In addition to this mailed circulation, extra copies of the magazine are distributed at conventions and trade shows, to advertisers, and in response to special requests from sugar companies and allied industry. Total print run for the July/August issue was 10,600.

California	382	Oregon	150
Colorado	507	Washington	36
Idaho	1,103	Wyoming	355
Michigan	1,615	Other States	240
Minnesota	2,712	Total U.S.	9,744
Montana	480	Canada	468
Nebraska	477	Other Foreign	10
North Dakota	1,687	Total	10,222



Copies Mailed / Summer 2011

2011/12 Publishing Schedule

Issue	Ad Deadline	Mailing Date
Nov/Dec '11	November 11	December 2
January '12	December 16	January 6
February '12	January 13	February 3
March '12	February 16	March 7
April/May '12	March 26	April 16
July/August '12	July 13	July 30

Ad Sizes (width x height)

Magazine Trim Size	8-3/8 x 10-3/4"
Bleed Ad (Page)	minimum 8-5/8 x 11"
Two-Page Spread	consult publisher
Full Page (Nonbleed)	7-1/8 x 9-7/8"
2/3 Page Vertical	4-3/4 x 9-7/8"
2/3 Page Horizontal	7-1/8 x 7-1/2"
1/2 Page Vertical	3-1/2 x 9-7/8"
1/2 Page Island	4-3/4 x 7-1/2"
1/2 Page Horizontal	7-1/8 x 5"
1/3 Page Vertical	2-1/4 x 9-7/8"
1/3 Page Square	4-3/4 x 5"
1/3 Page Horizontal	7-1/8 x 3-1/4"
1/4 Page Vertical	3-1/2 x 5"
1/4 Page Horizontal	4-3/4 x 3-5/8"
1/6 Page Vertical	2-1/4 x 5"
1/6 Page Horizontal	4-3/4 x 2-1/2"
Other Sizes	consult publisher

Digital Ad Materials

- **Acceptable File Types** — Quark Express, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, PDF
- **Platform** — Mac or PC
- **Media Transport** — CD-ROM, DVD, FTP or Email (prepress@forumprinting.com)
- **Digital Proofs** — Laser
- **Special Instructions** — Please include working file with all images and fonts used in the ad (unless a PDF file is being submitted). Images should be 300 dpi.

Our Geographic Editions . . . >>

Advertisements in **The Sugarbeet Grower's** "National" edition reach our entire readership. The "Upper Midwest" edition is a supplemental section sent to all readers in Minnesota and eastern North Dakota, plus a select group of industry personnel elsewhere. (Upper Midwest section recipients simultaneously receive the National edition.)

Advertising Rates

Black/White National Rates:	1x	3x	6x
Two-Page Spread	\$ 4,550	\$ 4,420	\$ 4,190
Full Page	2,385	2,295	2,195
2/3 Page	1,750	1,650	1,585
1/2 Page	1,400	1,315	1,260
1/3 Page	1,050	995	950
1/4 Page	860	825	790
1/6 Page	520	495	470

2-Color National Rates:

Two-Page Spread	\$ 4,750	\$ 4,640	\$ 4,390
Full Page	2,585	2,495	2,395
2/3 Page	1,950	1,850	1,785
1/2 Page	1,600	1,515	1,460
1/3 Page	1,250	1,195	1,150
1/4 Page	1,060	1,025	990
1/6 Page	720	695	670

4-Color National Rates:

Two-Page Spread	\$ 5,375	\$ 5,245	\$ 5,015
Full Page	3,210	3,120	3,020
2/3 Page	2,500	2,400	2,335
1/2 Page	2,060	1,975	1,920
1/3 Page	1,500	1,445	1,400
1/4 Page	1,160	1,125	1,090
1/6 Page	770	745	720

Black/White Upper Midwest Rates:

Two-Page Spread	\$ 1,950	\$ 1,860	\$ 1,765
Full Page	1,075	995	935
2/3 Page	740	685	635
1/2 Page	580	545	500
1/3 Page	405	370	340
1/4 Page	340	315	285
1/6 Page	215	200	190

2-Color Upper Midwest Rates:

Two-Page Spread	\$ 2,150	\$ 2,060	\$ 1,965
Full Page	1,275	1,195	1,135
2/3 Page	940	885	835
1/2 Page	780	745	700
1/3 Page	605	570	540
1/4 Page	540	515	485
1/6 Page	415	400	390

4-Color Upper Midwest Rates:

Two-Page Spread	\$ 2,775	\$ 2,685	\$ 2,590
Full Page	1,900	1,820	1,760
2/3 Page	1,825	1,745	1,685
1/2 Page	1,240	1,205	1,160
1/3 Page	855	820	790
1/4 Page	640	610	580
1/6 Page	465	450	440

Inserts

Please inquire of publication's advertising manager as to availability, prices, quantities, position, mechanical requirements, etc.

Commissions / Extra Costs

Standard commission of 15% of gross billing extended to recognized agencies delivering fully prepared materials. Advertiser billed at cost if publisher must supply artwork or "work-up" on ad material. Minor changes often accommodated by publisher.

To Contact Us

Sugar Publications

4601 16th Ave. N.
Fargo, ND 58102

— www.sugarpub.com —

Advertising Manager

Heidi Wieland

Phone: (800) 765-2937

Direct Line: (701) 476-2003

Fax: (701) 476-2182

Email: hwieland@forumprinting.com

General Manager & Editor

Don Lilleboe

Phone: (701) 476-2111

Fax: (701) 476-2182

Email: sugar@forumprinting.com

Increase Your Impact!

With The

Sugar Publications Website

www.sugarpub.com

Contact Heidi Wieland for Details.

U.S. Sugarbeets

Huge Crop Achieved in 2010

United States sugarbeet growers harvested a very bountiful crop in calendar year 2010: 31.9 million tons, up from 29.8 million tons the previous year. The increase in sugarbeet production in 2010 versus 2009 was mainly due to strong yields. The national average in 2010 was 27.6 tons per acre, which was 1.7 tons higher than the prior year's level.

As of August 2011, USDA was projecting the 2011 U.S. beet crop at 30.4 million tons. Harvested acreage was projected in August at nearly 1,217,000 — up from the 2010 level of 1,156,000.

As indicated below, Minnesota remains by far the nation's leading sugarbeet producing state. North Dakota was second in 2010, followed closely by Idaho. Michigan has been the fourth largest beet producer in recent years, and that was the case again in 2010.

Growers control U.S. sugarbeet processing capacity. All of the nation's 22 active beet processing factories are operated by farmer-owned cooperatives.

About 632,000 (short) tons of sugarbeets were harvested in the Canadian province of Alberta in 2010, with an average yield of 21 (short) tons per acre. Another 10,000 acres or so of sugarbeets are located in the southwestern tip of Ontario. Production from those acres is shipped into eastern Michigan for processing.

Most beets in Michigan and the Minnesota/eastern North Dakota region are produced under dryland (non-irrigated) conditions. Virtually all beets produced in other U.S. states and in Alberta are irrigated.

As of August 2011, USDA was estimating fiscal year 2010/11 (Oct.-Sept) U.S. sugar production at nearly 7.95 million short tons, raw value — virtually the same as 2009/10's level of 7.96 million short tons. Of the 2010/11 estimate, beet sugar comprised 4.8 million tons and cane sugar the other 3.15 million tons.

U.S. Sugarbeet Crop / 2010

State	Acreage (Harvested)	Av. Yield (Tons/Ac.)	Production (1,000 Tons)
Michigan	147,000	26.0	3,822
Minnesota	441,000	26.6	11,731
North Dakota	214,000	26.5	5,671
Colorado	27,900	29.5	823
Montana	42,500	29.5	1,254
Nebraska	47,500	23.8	1,131
Wyoming	30,400	27.0	821
California	25,100	40.0	1,004
Idaho	170,000	31.0	5,270
Oregon	10,300	36.3	374
Total U.S.	1,155,700	27.6	31,901