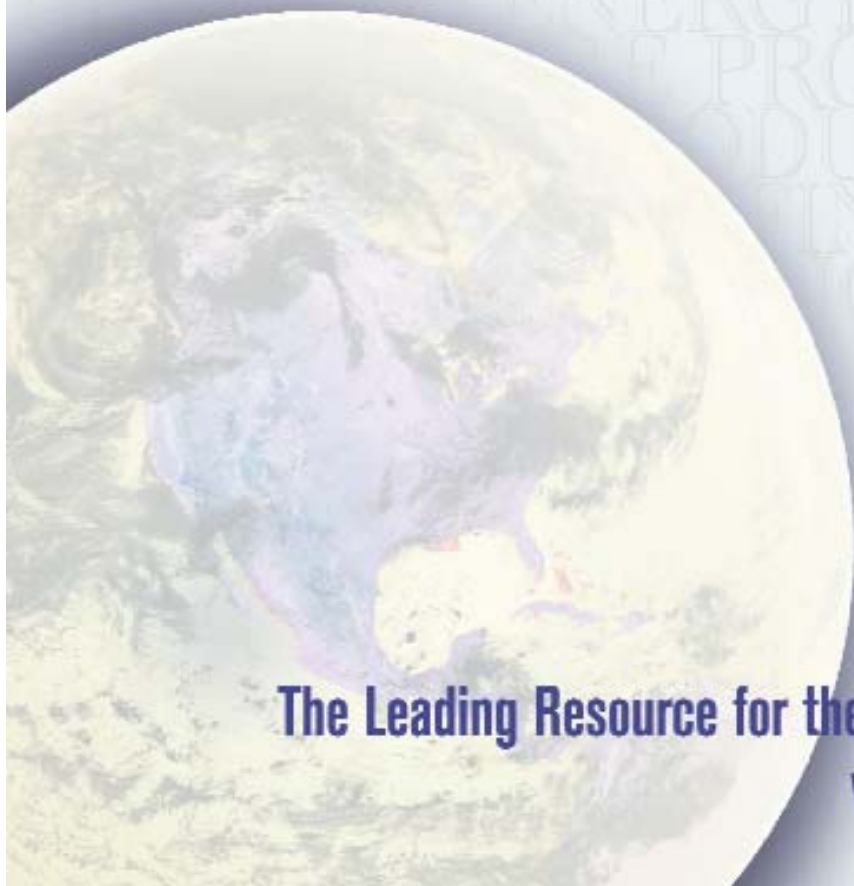


2010

Sugar Journal

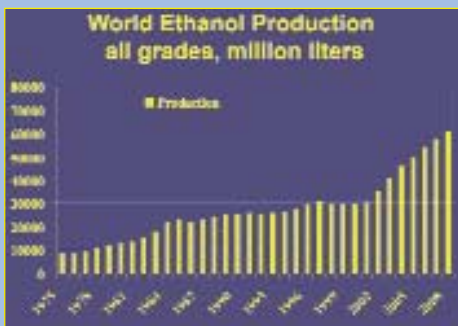
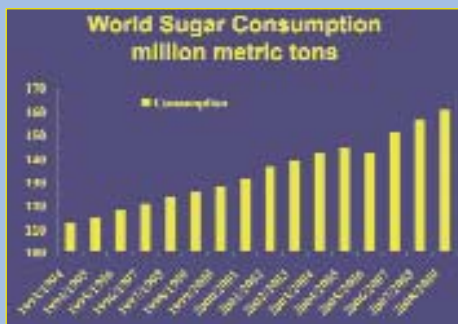
media kit



The Leading Resource for the Global Sugar Industry
www.sugarjournal.com

Future of Sugar

Sugar: it has long been the leading sweetener in the world and today is evolving into a leading global energy source. World usage of sugar has increased by more than 30% in the past 10 years and is expected to continue to grow at a steady pace for the foreseeable future. Production of sugarcane and sugarbeets has expanded to keep up with the increased consumption and the price of sugar in the international market is at an all time high.



Today, the high cost of energy coupled with concern for our environment means many factories are increasing their production of alcohol from sugar cane, beets, and corn.

Sugar Journal, the leading resource for the global sugar industry, is a monthly publication dedicated to informing readers of the latest industry trends in cane, beet, and corn production, processing and refining. Emphasis is also given to ethanol and bio-fuels produced from these raw material.

Sugar Journal readers reside in almost every sugar-producing country in the world. According to a 2008 reader survey, over 50% of

readers are upper management and engineers, working for companies that own factories, refineries or distilleries. Another 18% are farmers or work in the agricultural sector. Almost 60% of our readers are involved in specifying or approving purchases for their business.

On average in 2008 3,805 copies of *Sugar Journal* were distributed each month by mail directly to readers and via bonus distribution to qualified readers at various international conferences. With an average 6 readers per copy, *Sugar Journal's* monthly readership is approximately 22,830*

Sugar Journal's editorial content is written specifically for industry personnel on a world-wide basis in English; Spanish and Portuguese translations are included when appropriate.

With targeted circulation and sound, practical editorial, *Sugar Journal* provides the best vehicle to reach, brand, and sell your products and services to the international sugar community.

Editorial Staff –

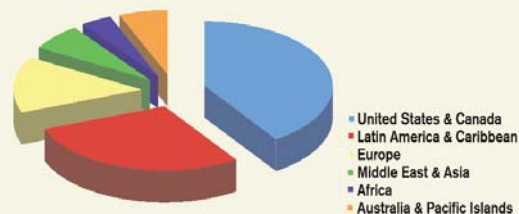
- Romney Kriedt-Richard, Publisher & Executive Editor • Dr. Charley Richard, Editor
- Dr. Garry Smith, Associate Editor • Dr. Steve Clarke, Technical Editor
- Dr. Guilherme Rossi Machado, Editor - Brazil

Advertising Inquiries

Scott Walker
 p. 513.233.0631
 c. 813.378.3802
 f. 513.233.0631
 scott@sugarjournal.com

Circulation

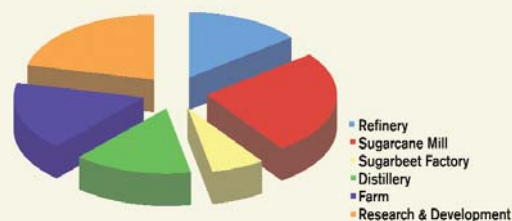
World Distribution of Sugar Journal



Readers' Areas of Expertise



Readers' Sectors of Industry



When asked recently in a survey, what did our readers like about *Sugar Journal*, these were some of the answers:

"It is very difficult to remain consistent in any business. *Sugar Journal* is there for so many years and despite many odds. I appreciate (that)."

"Keeping abreast of sugar issues – regionally, nationally and internationally."

"The complete and wide coverage of the sugar and ethanol universe with up-to-date information covering different producing countries and markets."

"Nearly everything. It's diversity is its strength. Having a good balance between domestic and foreign articles is a plus. The columnists are excellent."

Sugar Journal

Editorial & Executive Office

3803 Cleveland Ave.

New Orleans, LA 70119

p. 504.482.3914

f. 504.482.4205

Issue		Advertising Deadline
January	<p>A preliminary report on the annual Louisiana Division of the American Society of Sugar Cane Technologists meeting.</p> <p>★ Bonus Distribution: ASSCT, February 1-3, Lafayette, LA, USA</p>	12/12/09
February	<p>A report of the triennial International Society of Sugar Cane Technologists Congress, the largest international sugar cane meeting in the world. ★ Bonus Distribution: ISSCT XXVII Congress, March 7-11, Veracruz, Mexico</p>	1/9/10
March	<p>Sugar Processing Research Institute Inc. biennial meeting will be featured, along with reports on the Louisiana sugarcane industry, including production data, factory and personnel listings of all factories in Louisiana. ★ Bonus Distribution: SPRI Conference, March 28-31, New Orleans, LA USA</p>	2/13/10
April	<p>A report on the Sugar Industry Technologist meeting, including a list of papers presented and a report from the president. Also included is an annual report on the U.S. refinery industry including daily melting capacity.</p> <p>★ Bonus Distribution: SIT meeting, May 16-19, Savannah, GA, USA</p>	3/13/10
May	<p>Mexico and Central America - a look into the sugar industry in Mexico and the countries in Central America.</p>	4/10/10
June	<p>Abstracts for the annual Joint Louisiana & Florida meeting of the American Society of Sugar Cane Technologists. Preview of SIMTEC 2010. Highlights feature cogeneration, biotechnology and energy within the Brazilian sugarcane industry</p> <p>★ Bonus Distribution: ASSCT, June 23-25, Panama City, FL USA</p> <p>★ Bonus Distribution: SIMTEC, July 13th until July 16th, Piracicaba, Brazil</p>	5/15/10
July	<p>An update on the US sugar cane industry and the 2008/09 Florida/Texas/Hawaiian sugar production data, factory and personnel listing. A report on the ASSCT meeting will be included.</p>	6/12/10
August	<p>Brazil - one of the largest producers of sugarcane in the world, their production of sugar, ethanol and co-generation.</p> <p>★ Bonus Distribution: Fenasucrio 2010, August 31 – September 3, Brazil</p>	7/10/10
September	<p>Sugar Journal's annual Buyers Guide - qualifying advertisers receive FREE listings and FREE editorial in this issue. Be sure to include your company in the industry's buying guide!</p>	8/14/10
October	<p>The annual Latin American issue updates the sugar community to include news, technical articles and sugar production data from the Latin American countries.</p>	9/11/10
November	<p>New Products & Technology issue highlights new products that are advancing technology in the global sugar industry. Advertisers will receive a free product release and photo.</p>	10/09/10
December	<p>Ethanol Production in Brazil and other emerging markets. This issue will explore the rapid growth of sugar production these areas. The issue also features the cumulative index or articles and authors of 2010 issues.</p>	11/13/10

Format for Submitting Ads

Digital Specifications

Only electronic files accepted, CD or DVD
 Ship all materials to:
 Attn: Sugar Journal Production
 3803 Cleveland Ave.
 New Orleans, LA 70119 USA
 Electronic Submission:
 mindy@sugarjournal.com or
 FTP: ftp://ftp.sugarjournal.com

Acceptable File Formats

All files need to be print quality (300 dpi) and CMYK color format. File formats accepted: Quark Xpress 6.5 or older, print quality PDFs (8.1.2 Adobe Reader), high quality Tiff and EPS. Use 133-line screen.

Fonts

Please include all screen and printer fonts and only the fonts that are used in the work submitted. Supply all supporting documents, e.g. fonts, QXD, Photoshop files.

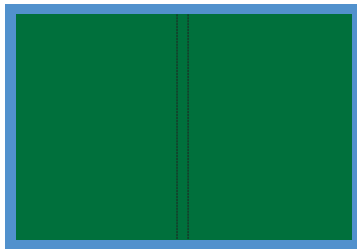
Trim Size – 8.5" x 11"

Binding – Saddle-stitched

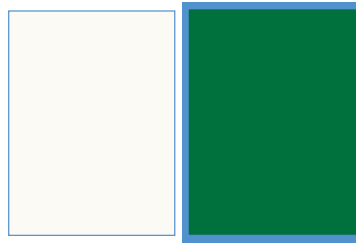
Column Width – 2.3"

Printing Method – Sheet fed

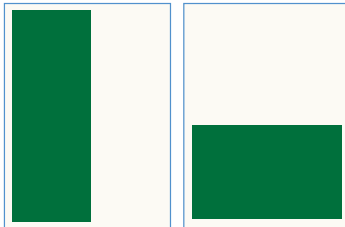
Should any terminology in this section be unfamiliar, please contact our advertising production manager, mindy@sugarjournal.com



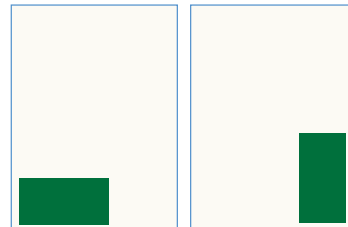
Two-Page Spread – No Bleed: 17 x 11
 Bleed: 17.5 x 11.5
 Live Area: 16 x 10.5



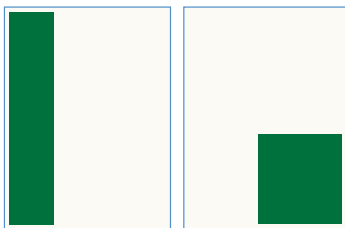
Full Page – No Bleed: 8.5 x 11
 Bleed: 8.75 x 11.5
 Live Area: 8 x 10.5



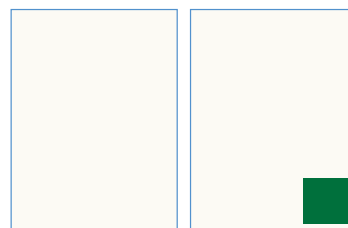
1/2 Page V – No Bleed: 3.6 x 9.6
 1/2 Page H – No Bleed: 7.1 x 4.75



1/6 Page H – No Bleed: 4.75 x 2.3
 1/6 Page V – No Bleed: 2.3 x 4.75



1/3 Page V – No Bleed: 2.3 x 9.6
 1/3 Page H – No Bleed: 4.75 x 4.75



1/12 Page – No Bleed: 2.3 x 2.3

2009 Display Advertising Rates

Size	1 Times	3 Times	6 Times	12 Times	18 Times
Back Cover*	\$3,400	\$3,200	\$3,000	\$2,900	\$2,800
1 Page	\$1,800	\$1,500	\$1,300	\$1,200	\$1,100
1/2 Page	\$1,050	\$ 950	\$ 850	\$ 750	\$ 700
1/3 Page	\$ 900	\$ 800	\$ 700	\$ 650	\$ 600
1/6 Page	\$ 500	\$ 450	\$ 400	\$ 350	\$ 300
1/12 Page	\$ 300	\$ 250	\$ 200	\$ 175	\$ 150

Four Color Process – \$600

* Price includes 4 Color Process

All advertising paid in US dollars, drawn on a US bank

Multiple advertisers receive a FREE listing on our website and a FREE hyperlink from www.sugarjournal.com to your website. List your website on our SugarSites Page in every issue for \$60 per month or FREE with a 6 time advertising schedule.

Electronic Advertising

Every other week, the editors of *Sugar Journal* send out a requested complimentary E-Newsletter, **Sugar & Energy Notes**. The newsletter includes up-to-date news on the international sugar industry and growing biofuels and ethanol markets. After many requests, in 2009, suppliers have the opportunity to advertise in this popular newsletter. **Sugar & Energy Notes E-Newsletter 26 newsletters per year** – \$100 per month for two newsletters. **SugarJournal.com** includes information on the magazine, along with articles that have been published. In 2009, **SugarJournal.com** will accept advertising on the website. Website banner rates are dictated by print advertising frequency.

\$100 per month – 12x advertisers

\$150 per month – 6x advertisers

\$200 per month – 3x advertisers

\$250 per month – less than 3x or non-advertisers

Contracts are sold for 6 or 12 months

SugarJournal.com