

Sugar Journal

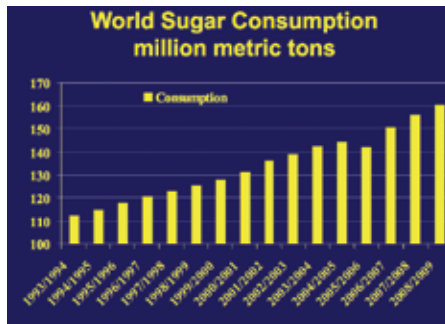
The Leading Resource for the Global Sugar Industry

2016 MEDIA KIT



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.

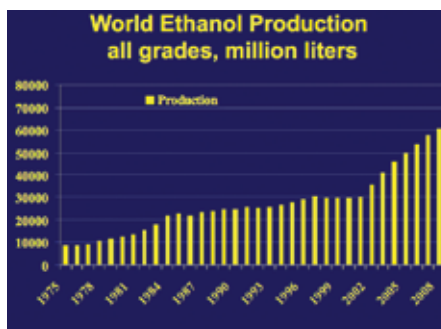


Today, the high cost of energy coupled with concern for our environment means many factories are increasing their production of alcohol from sugarcane, beets, and corn.

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 and beet production, processing and refining. Emphasis is also given to ethanol and bio-fuels produced from these raw materials.

Sugar Journal readers reside in almost every sugar-producing country in the world. 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, 3,500 copies of *Sugar Journal* are 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.

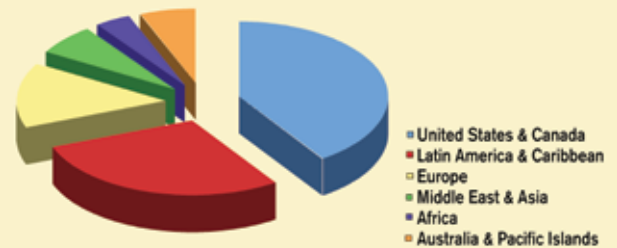
With targeted circulation and sound, practical editorial, *Sugar Journal* provides the best vehicle to reach, brand, and sell your products and services to the international sugar community.

Editorial Staff:

- Romney Kriedt Richard, Publisher & Editor
- Dr. Charley Richard, Executive Editor
- Dr. Guilherme Rossi Machado, Editor – Brazil and Latin America
- Dr. Steve Clarke, Technical Editor

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:

"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. Its diversity is its strength. Having a good balance between domestic and foreign articles is a plus. The columnists are excellent."

ADVERTISING INQUIRIES

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ISSUE

January	A preliminary report on the annual Louisiana Division of the American Society of Sugar Cane Technologists (ASSCT) meeting. BONUS DISTRIBUTION: Louisiana ASSCT, February 1 - 3, Lafayette, Louisiana, USA	12.04.15
February	Sugar Processing Research Institute (SPRI) 2016 Conference in California. Also the Latin American Buyers' Guide, the annual products guide for the Spanish-speaking sugar community. BONUS DISTRIBUTION: SPRI Conference, February 21 - 24, Walnut Creek, CA USA	01.08.16
March	Louisiana's Sugar Cane Industry – An in-depth look at the sugar industry in Louisiana, including production data, factory and personnel listings of all factories in Louisiana. Also, a discussion on the expansion of the Ukraine sugar industry.	02.05.16
April	Double Up! Buy one ad, get one free or double the size of your ad! (1/3 page minimum) Mexico and Central America – Reveals new information on the sugar industry in Mexico and the countries in Central America.	03.04.16
May	A report on the 75th Sugar Industry Technologist Conference, including a list of papers presented and a report from the president. Also included is an annual report on the US refinery industry including daily melting capacity. BONUS DISTRIBUTION: SIT meeting, May 15 - 18, New York, NY USA	04.08.16
June	Florida and Louisiana Joint ASSCT Meeting. Presidents' addresses and abstracts from the annual Joint Louisiana & Florida meeting of the American Society of Sugar Cane Technologists will be included. BONUS DISTRIBUTION: ASSCT, June 13-15, St. Pete Beach, FL USA	05.06.16
July	The rundown on the 2015/16 Florida/Texas/Hawaiian sugarcane industry, sugar production data, factory and personnel listing. The Florida sugarcane census for 2015 will be included. A report on the ASSCT meeting will be included.	06.10.16
August	Brazil – Up-to-date news on one of the largest producers of sugarcane in the world, their production of sugar, ethanol and co-generation. BONUS DISTRIBUTION: FENASUCRO & Agocana, August 23-26, 2016, Sertãozinho, São Paulo, Brazil	07.08.16
September	<i>Sugar Journal's</i> Annual Buyers Guide - qualifying advertisers receive FREE listings and FREE editorial in this issue. Include your company in the industry's buying guide and get your product noticed!	08.08.16
October	The annual Latin American issue updates the sugar community with news, technical articles and sugar production data from the Latin American countries.	09.02.16
November	The 29th International Society of Sugar Cane Technologists triannual meeting, Ching Mai, Thailand-December 5-8, 2016. BONUS DISTRIBUTION: ISSCT triannual meeting, December 5-8, Ching Mai, Thailand	10.07.16
December	New Products & Technology issue features new products that are advancing technology in the global sugar industry. Advertisers will receive a free product release and photo. Also Ethanol & Energy Production Worldwide. This issue explores the rapid growth of global energy and ethanol production. The issue also includes a cumulative index of articles and authors of 2016 issues.	11.04.16

Articles throughout the year will be translated into Spanish and Portuguese.

FORMAT FOR SUBMITTING ADS

Digital Specifications

Only electronic files accepted, CD or DVD

Ship all materials to:

Attn: Sugar Journal Production
3803 Cleveland Avenue
New Orleans, LA 70119 USA

Electronic Submission:

laura@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 PDF (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.

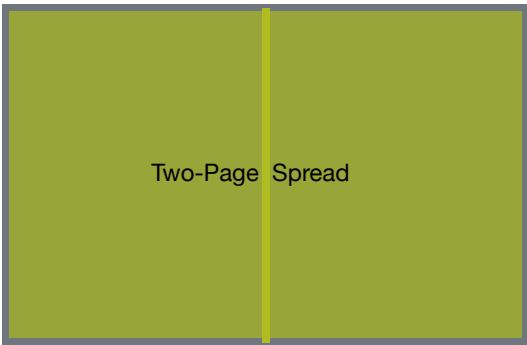
Trim Size – 8.5” x 11”

Binding – Saddle-stitched

Column Width – 2.3”

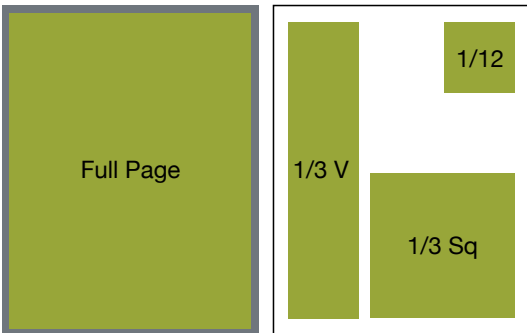
Printing Method – Sheet fed

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 in.
Bleed: 17.5 x 11.5 in.
Live Area: 16 x 10.5 in.



Full Page:

No Bleed: 8.5 x 11 in.
Bleed: 8.75 x 11.5 in.
Live Area: 8 x 10.5 in.

1/3 Page V:

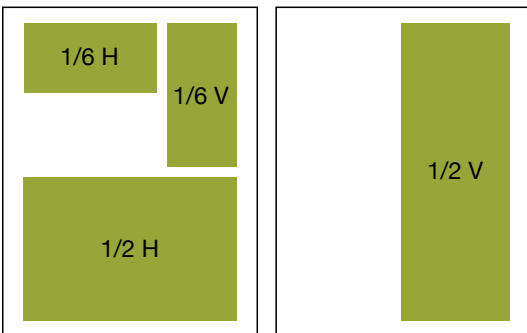
No Bleed: 2.3 x 9.6 in.

1/3 Page Square:

No Bleed: 4.75 x 4.75 in.

1/12 Page:

No Bleed: 2.3 x 2.3 in.



1/6 Page H:

No Bleed: 4.75 x 2.3 in.

1/6 Page V:

No Bleed: 2.3 x 4.75 in.

1/2 Page H:

No Bleed: 7.1 x 4.75 in.

1/2 Page V:

No Bleed: 3.6 x 9.6 in.

2016 DISPLAY ADVERTISING RATES

Size	1 Time	3 Times	6 Times	12 Times	18 Times
Back Cover	\$3,500	\$3,300	\$3,100	\$3,000	\$2,900
1 Page	\$2,500	\$2,200	\$2,000	\$1,900	\$1,650
1/2 Page	\$1,700	\$1,600	\$1,500	\$1,700	\$1,350
1/3 Page	\$1,550	\$1,450	\$1,350	\$1,300	\$1,050
1/6 Page	\$1,125	\$1,075	\$1,025	\$975	\$725
1/12 Page**	\$325	\$275	\$225	\$200	\$175

All prices includes 4 color process

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

**Only available in black and white

List your website on our SugarSites Page in every issue for \$60 per month or FREE with a 6 time advertising schedule.

Ad Sizes

- 2 Page Spread
- 1/2 Page Horizontal
- 1/3 Page Horizontal
- 1/6 Page Horizontal
- 1/12 Page
- 1 Page
- 1/2 Page Vertical
- 1/3 Page Vertical
- 1/6 Page Vertical

Month(s) of Publication

Please check the month(s) you would like your ad to be printed:

- January \$ _____
- February \$ _____
- March \$ _____
- April \$ _____
- May \$ _____
- June \$ _____
- July \$ _____
- August \$ _____
- September \$ _____
- October \$ _____
- November \$ _____
- December \$ _____

Premium Placement

There is a 30% charge for premium ad placement unless otherwise noted. (Call for availability.)

- Back Cover
- Inside Front Cover
- Inside Back Cover

Color Included

Advertisement Submission Format

- Electronic File (High Resolution PDF or TIFF)
- Other _____

CONTACT INFORMATION

Primary Contact Person

Company

Position

Address

City

State

Zip

Phone

Fax

Email

Company Website Address

Signature

ELECTRONIC ADVERTISING



Our website has a new look!

Please check out the revamped, SugarJournal.com

According to Google Analytics, SugarJournal.com receives 1845 pageviews. 78% of these page views are from new visitors. Our audience spans 65 countries. The cost to advertise is \$200 per month.



We also send out an e-newsletter via Constant Contact, with updates on latest sugar industry reports, along with commentary from the publisher. Our bi-weekly *Sugar & Energy Report Notes* reaches more than 4000 global subscribers. The average open rate is 24.5%. The cost to advertise is \$200 per month.

Sugar Journal

The Leading Resource for the Global Sugar Industry

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Advertisers are entitled to a complimentary subscription

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- Sugarcane Sugar Beet Corn Other

My primary job responsibility is:

- Pres/Owner/Chairman/VP/Manager/Director
 Engineer/Designer/Consultant
 Purchasing Agent
 Sales/Marketing
 Other

My primary industry area is:

- | | | |
|--|--|--|
| <input type="checkbox"/> Cane Mill (1) | <input type="checkbox"/> Refinery (1) | <input type="checkbox"/> Beet Factory (1) |
| <input type="checkbox"/> Grower/Farmer (1) | <input type="checkbox"/> Supplier/Manu.Sales (3) | <input type="checkbox"/> Gov't/Library/Educ. (2) |
| <input type="checkbox"/> Sugar Association (2) | <input type="checkbox"/> Sugar Broker/Buyer (2) | <input type="checkbox"/> Consult/Engineer (2) |
| <input type="checkbox"/> Corn Processing (2) | <input type="checkbox"/> Advertising Agency (3) | |

I would like to subscribe to Sugar Journal and pay by:

- Visa Mastercard AmEx Discover Check

- \$50.00 US (1 year/12 issues) \$85.00 International (1 year/12 issues)

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Signature _____

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