

2019

MEDIA KIT



Sugar Journal



THE SUGAR INDUSTRY'S PREMIER MAGAZINE SINCE 1938

READERSHIP & CIRCULATION

REACH **21,000+** ENGAGED, SUGAR INDUSTRY DECISION-MAKERS WITH EVERY **SUGAR JOURNAL** ISSUE

Sugar Journal

The Best Choice for Your Message

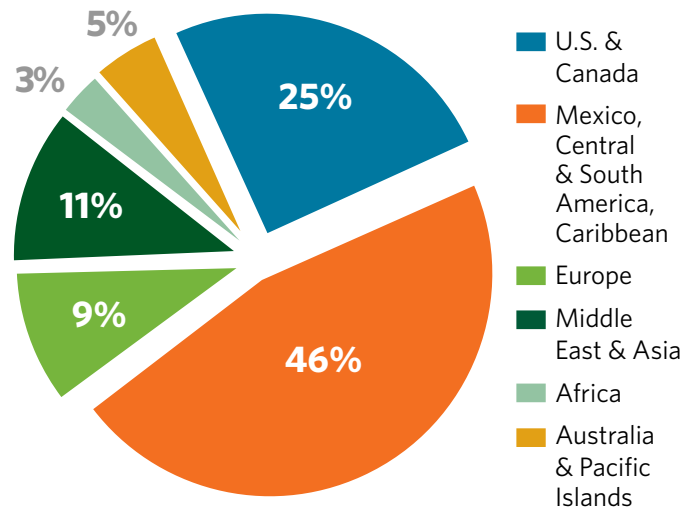
Sugar Journal delivers your message directly to the global sugar industry decision-makers. The print and digital Sugar Journal versions allow readers to enjoy every issue cover-to-cover. Take this opportunity to capitalize on our long-standing relationship with the international sugar industry — we've been providing the industry leaders with in-depth and valuable editorial information for 81 years.

On average, **3,000+** copies of **Sugar Journal** are directly mailed to our loyal subscribers every month. With a survey reported average of 6 readers per copy, **Sugar Journal's** monthly readership is approximately **18,000+**.

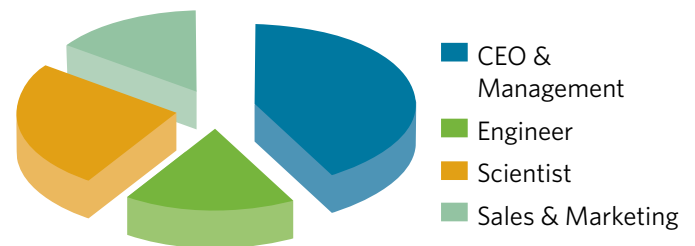
You also receive **BONUS** distribution, to attendees, at the **annual international industry specific conferences**: Louisiana ASSCT, SIT, Florida & Louisiana Joint ASSCT Meeting, Fenasucro & Agrocana, and the ATALAC Conference.

With our targeted audience and editorial excellence, **Sugar Journal** provides you most targeted audience, in the industry, who has the purchasing power to buy your products and/or services.

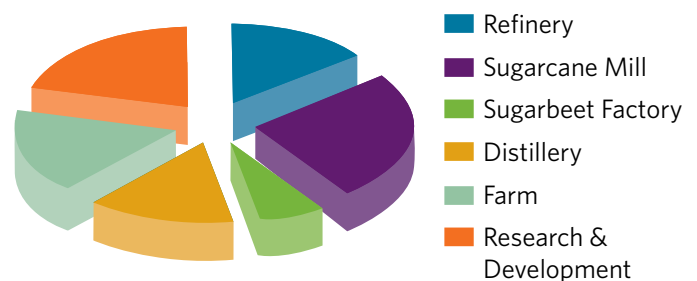
WORLD DISTRIBUTION OF SUGAR JOURNAL



READERS' AREAS OF EXPERTISE:



READERS' SECTORS OF INDUSTRY:



We also offer targeted digital options designed to complement your print buy and enhance your impact with our readers.

See page 6

ADVERTISING CONTACTS

U.S. AND INTERNATIONAL:
JANE ROBINSON
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email: jane@sugarjournal.com

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ADRIANO CUPELLO
c: +55 21 98848.0481
or 504.482.4205
s: dricupello

SUGAR JOURNAL PROVIDES AN AWARD WINNING EDITORIAL PLATFORM FOR YOUR MESSAGE

Global Sugar Industry Decision-Makers Rely on **Sugar Journal** for Up-to-Date and In-Depth Industry Information Year After Year.



Sugar Journal, the leading resource for the global sugar industry, is a monthly publication dedicated to informing readers of the latest trends in cane and beet production, processing and refining for both a food and energy source.

Sugar is the leading sweetener in the world and continues to evolve into a leading global energy source. This translates into more industry buying power for equipment, supplies and consulting services purchases.

For 81 years, **Sugar Journal** has provided its subscribers with valuable industry information necessary to help grow and expand their business. And still today, **Sugar Journal** continues to bring subscribers - your customers - the latest information on new and updated equipment and technology trends.

Sugar Journal's editorial content is industry specific, with a world-wide range in English; Spanish and Portuguese translations are provided when necessary.

WHAT OUR READERS LIKE ABOUT SUGAR JOURNAL'S EDITORIAL CONTENT:

"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."

EDITORIAL STAFF

Romney Kriedt Richard, Publisher & Editor

Dr. Charley Richard, Executive Editor

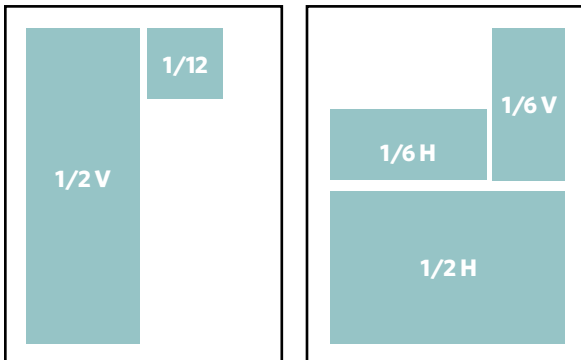
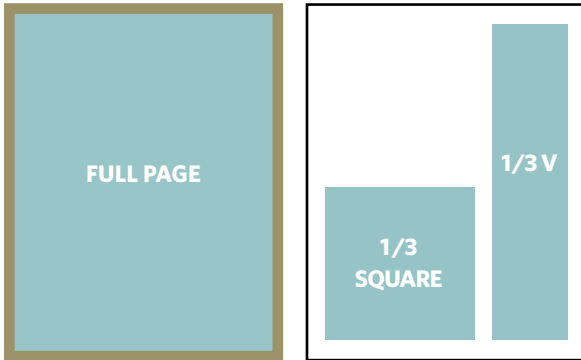
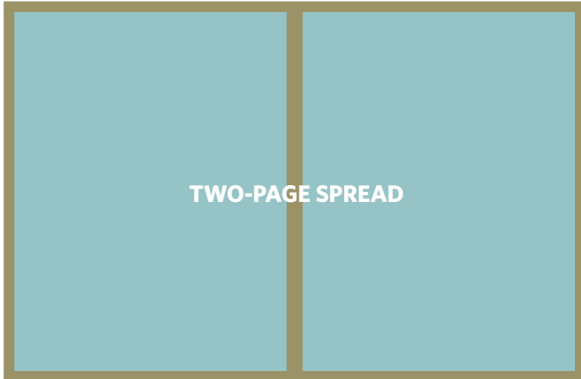
Dr. Guilherme Rossi Machado, Editor - Brazil and Latin America

Dr. Steve Clarke, Technical Editor

ADVERTISING DEADLINE

ISSUE		Space Reservation
		Artwork Due
JAN	A preliminary report on the annual Louisiana Division of the American Society of Sugar Cane Technologists (ASSCT) meeting. Bonus Distribution: February 4 - 6 Louisiana Division of American Society of Sugar Cane Technologists meeting, L'Auberge Casino & Hotel, Baton Rouge LA USA	DEC 8 DEC 12
FEB	A complete report on the American Society of Sugar Cane Technologists' meeting, including a list of papers, president's report and schedule. The Latin American Buyers' Guide, the annual products guide for the Spanish-speaking sugar community. Bonus Distribution: February 25 - 28 2019 American Society of Sugar Beet Technologists (ASSBT) 40th Biennial Meeting, Anaheim, CA USA	JAN 10 JAN 15
MAR	Louisiana Issue including production and personnel of factories. Sponsored Section: Inside the Factory - Factory Processing or Juice Extraction and Bagasse/Pulp Handling	FEB 9 FEB 14
APR	A report on the 77th Sugar Industry Technologist Conference, including abstracts of papers to be presented and a report from the president. Also included is an annual statistics report for the US refinery industry melting capacities. Sponsored Section: Safety and Quality in the Refinery Bonus Distribution: May 5 - 8 78th Sugar Industry Technologist Conference, Durban, South Africa	MAR 9 MAR 14
MAY	Latin American Sugar Industry: An Up-To-Date review on the sugar industry in our Spanish-speaking part of the Americas. Sponsored Section: Inside the Factory - Factory/Refinery Boiling House and Sugar Production including clarification, evaporation, crystallization and centrifugation.	APR 11 APR 16
JUN	Florida and Louisiana Joint ASSCT Meeting. Presidents' addresses and abstracts to be presented at the annual Joint Louisiana & Florida meeting of the American Society of Sugar Cane Technologists will be included. Bonus Distribution: June 26-28 Florida and Louisiana Joint American Society of Sugar Cane Technologists meeting, Grand Hotel & Spa, Point Clear, AL	MAY 9 MAY 14
JUL	2018 Factory Directory - 2016/17 Florida and Texas sugar production data, factory and personnel listing. The Florida sugarcane census for 2016 will be included. Sponsored Section: On the Field - Field, Harvest and Transport Equipment..	JUN 8 JUN 13
AUG	The largest sugar cane meeting in the world and Sugar Journal will be there! The International Society of Sugar Cane Technologists' Congress (ISSCT) will be taking place in Argentina in September. Be sure to get your products and services in front of this important audience. Bonus Distribution: August 31 - September 8 XXX International Society of Sugar Cane Technologists' Congress, Tucumán, Argentina	JUL 11 JUL 16
SEPT	SUGAR JOURNAL'S 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!	AUG 10 AUG 14
OCT	Brazil: Making ethanol vs. sugar in the factories in Brazil. Sponsored Section: On the field - Pest Control and Soil Amendments.	SEPT 7 SEPT 12
NOV	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.	OCT 10 OCT 15
DEC	Double Your Ad Space FREE! Buy one ad; get one FREE or double the size of your ad. (1/3 page minimum). The issue also includes a cumulative index of comprehensive sugar industry articles and authors.	NOV 9 NOV 14

PRINT ADVERTISING



AD SIZES

Two-Page Spread:

Trim Size: 17 x 10.875 in.
Bleed: 17.25 x 11.125 in.
Live Area: 16.52 x 10.375 in.

Full Page:

Trim Size: 8.5 x 10.875 in.
Bleed: 8.75 x 11.125 in.
Live Area: 8 x 10.375 in.

1/3 Page V:

Trim Size: 2.2 x 9.6 in.

1/3 Page Square:

Trim Size: 4.65 x 4.65 in.

1/6 Page H:

Trim Size: 4.65 x 2.2 in.

1/6 Page V:

Trim Size: 2.2 x 4.65 in.

1/2 Page H:

Trim Size: 7.1 x 4.65 in.

1/2 Page V:

Trim Size: 3.425 x 9.6 in.

2/3 Page H:

Trim Size: 7.1x7.1 in.

2/3 Page V:

Trim Size: 4.4x9.6 in.

1/12 Page:

Trim Size: 2.2 x 2.2 in.

AD SUBMISSION

DIGITAL SPECIFICATIONS

Only electronic files accepted, email or a large file download site.

Electronic Submission:

art@sugarjournal.com

ACCEPTABLE FILE FORMATS

All files need to be print quality (300 DPI) and CMYK color format. File formats accepted: print quality PDF, high quality TIFF and EPS.

FONTS Please include all screen and printer fonts and only the fonts that are used in the work submitted. Supply all supporting documents.

Trim Size - 8.5" x 11"

Binding - Saddle-stitched

Printing Method - Sheet fed

AD DESIGN

For an additional 30% design fee (based on 1x print cost), we'll turn your content into a beautiful, ready-to-print ad.

Full Page \$650

1/2 Page \$400

1/3 Page \$350

1/6 Page \$300

1/12 Page** \$100

Questions?

Contact art@sugarjournal.com

2018 DISPLAY ADVERTISING RATES

AD SIZE	FREQUENCY RATES—PER ISSUE RATE				
	1x	3x	6x	12x	18x
Back Cover	\$3,500	\$3,300	\$3,100	\$3,000	\$2,900
Inside Covers	\$3,200	\$2,800	\$2,600	\$2,450	\$2,100
2 Page Spread	\$4,400	\$3,800	\$3,400	\$3,200	\$2,700
Full 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 include 4 color process All advertising paid in US dollars, drawn on a US bank

**Only available in black and white | B&W advertisers (1/6 Page or larger) deduct \$600

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

SUGAR JOURNAL DIGITAL ADVERTISING AND SPONSORSHIP OPPORTUNITIES



Reach the industry leaders at SugarJournal.com:

Sugar industry decision-makers are engaged with SugarJournal.com. Our audience spans 65 countries.

SUGARJOURNAL.COM WEBSITE ADVERTISING RATES

AD SIZE		RATE	
Leaderboard	728 x 90	\$395/month	Print advertisers and digital frequency schedules over 6 months receive 10% discount.
Banner Ad	468 x 60	\$300/month	
Wide Skyscraper	160 x 600	\$325/month	
Rectangle	300 x 250	\$250/month	
Small Square	200 x 200	\$200/month	

Website Advertising Rate:
\$200 per month.

Technical Paper or Scientific Paper on Sugar Journal website — includes your logo and 25 word lead or text only ad and link to your paper. \$200/month.

Sponsored content or native advertising on the Sugar Journal website. \$495/month.

Video advertising on the Sugar Journal website. \$295/month.

YOUR MESSAGES DELIVERED DIRECTLY TO THE SUGAR INDUSTRY LEADERS' INBOX:

Your Custom e-mail Message Delivered to Our 4,000 E-Newsletter Subscribers.

Only \$695 to set up, test, deploy email and provide analytics for your custom email offer to the Sugar & Energy Notes subscriber file. \$495 to deploy duplicate original email. You may deploy your email twice monthly.



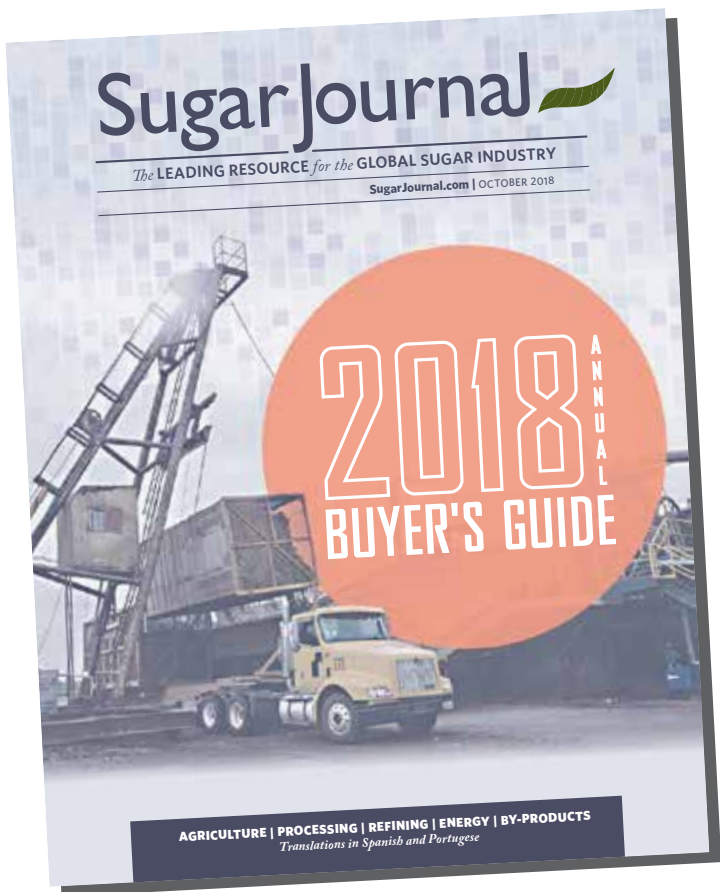
Reach our 4,000 E-newsletter subscribers.

E-newsletter Sponsorship

\$325 per bi-weekly Sugar & Energy Notes newsletter. This will include a dedicated sponsored section, within in the e-newsletter body, including a logo and 100 words along with link to your website or information page. Limited to two sponsors per issue.

E-newsletter Banner Ad

200x200 - \$200/month.



SPECIAL ANNUAL ISSUE

Sugar Journal

2019 BUYER'S GUIDE

SEPTEMBER 2019

The sugar industry leaders rely on the Buyer's Guide all year for their purchase decisions.

Make sure you're included.

YES, WE WANT TO REACH THE SUGAR INDUSTRY DECISION-MAKERS ALL YEAR IN THE 2019 BUYER'S GUIDE:

Please reserve our space:

- Full Page, 4-color \$2,500
- 1/2 Page \$1,700
- 1/3 Page \$1,550
- 1/6 Page \$1,125
- Listing With YOUR LOGO \$195
- Listing Only (text only) \$95

Please list my company as follows: (TYPE or PRINT LEGIBLY)

Company Name _____

Contact Name _____

Address _____ City _____

State _____ Country _____ Zip _____ Phone _____

Fax _____ Website _____

Email _____

Prices based on a one time advertising rate. Subtract \$600 for black/white ad

FREE Advertorial accompanies your display ad buy and **Category Listings** accompany all advertising options.

BUYER'S GUIDE LISTING FORM IS NOW ONLINE!

Send this form to Jane@SugarJournal.com to reserve your space and get your message out all year in this issue. Access to the Buyer's Guide information and category listing selection form will be posted online at SugarJournal.com starting May 1, 2019.

SPACE RESERVATION BY: AUG. 1, 2019
ARTWORK, FREE ADVERTORIAL TEXT, AND LISTING INFORMATION DUE: AUG. 7, 2019

SPACE RESERVATION



Ad Sizes

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

Premium Placement

- Back Cover
- Inside Front Cover
- Inside Back Cover

Color Included

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 \$ _____

Advertisement Submission Format

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

Digital Ads

- Leaderboard
- Banner Ad
- Wide Skyscraper
- Rectangle
- Small Square

CONTACT INFORMATION

PRIMARY CONTACT PERSON

COMPANY

POSITION

ADDRESS

CITY

STATE ZIP

PHONE

FAX

EMAIL

COMPANY WEBSITE ADDRESS

SIGNATURE

Email this form to jane@sugarjournal.com

Sugar Journal

The **LEADING RESOURCE** *for the* **GLOBAL SUGAR INDUSTRY**

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Advertisers are entitled to a complimentary subscription

Subscriber Information:

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

EMAIL _____ PHONE _____

My primary industry area is:

- 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) | |

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- Visa Mastercard AmEx Discover Check
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Signature _____

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