



**CLEARLY YOUR MOST EFFECTIVE MARKETING TOOL
TO CONNECT WITH YOUR SUGAR AND ETHANOL TARGET MARKET**



SUGARCANE



SUGAR BEET



CORN

Sugar Journal sugarjournal.com 

YOUR BEST RESOURCE FOR THE GLOBAL SUGAR AND ETHANOL INDUSTRIES

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

Sugar Journal

The Best Choice for Your Message

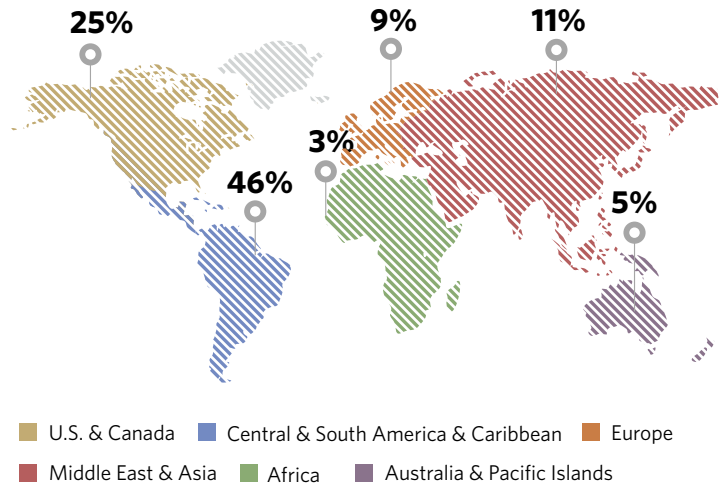
Sugar Journal delivers your message directly to the global sugar and ethanol industries decision-makers. The print and digital Sugar Journal versions allow readers to enjoy every issue cover-to-cover. Take this opportunity to capitalize on our long-standing relationship with the international sugar industry — we've been providing the industry leaders with in-depth and valuable editorial information for 82 years.

On average, **3,200+** 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, ATACA, 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' SECTORS OF INDUSTRY

Research & Development

Refinery

Sugarcane Mill

Distillery

Farm

Sugarbeet Factory

BONUS DISTRIBUTIONS

Sugar Journal will be available at the following industry events:

- International Fuel Ethanol Workshop & Expo National
- Ethanol Conference
- ACE Conference
- Fuel Ethanol Lab Conference
- Iowa Renewable Fuels Summit
- Energy Generation Conference
- Growth Energy Executive Leadership Conference
- Commodity Classic
- International Biomass Conference & Expo
- AOCS Annual Meeting
- DGTC Annual Meeting
- ASABE Annual Meeting
- Growth Energy Biofuels Summit
- F.O. Licht's World Ethanol & Biofuels Conference

Sugar Journal is Expanding Circulation to Reach the Global Ethanol Producer Decision-Makers

ADVERTISING CONTACTS

U.S. AND INTERNATIONAL:

JANE ROBINSON

c: 770.789.8189

email: jane@sugarjournal.com



THE NEUROSCIENCE

Why Print Magazine Advertising Works

- Readers are **more focused** when reading print media
- Print is preferred by the majority of readers **including Millennials**
- Print yields **higher comprehension** and **recall rates**
- Sensory interaction contributes to **reader impact**

Magazine Advertising = Higher Return on Investment (ROI) per Media \$ Spent

\$7.64 MAGAZINE ADVERTISING	\$5.50 DIGITAL ADVERTISING	\$3.18 TV/RADIO ADVERTISING	\$2.51 MOBILE VIDEO/DISPLAY ADVERTISING
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- ✓ MAGAZINE ADVERTISING CONSISTENTLY **INCREASES SALES**
- ✓ MAGAZINES ARE THE **MOST TRUSTED MEDIA** - MORE TRUSTED THAN TV OR WEBSITE ADVERTISING
- ✓ MAGAZINES ADS **DRIVE PURCHASE DECISIONS** MORE THAN ANY OTHER MEDIA INCLUDING TV AND WEBSITE ADVERTISING
- ✓ **62%** OF MAGAZINE READERS TAKE ACTION AFTER SEEING A PRINT MAGAZINE AD
- ✓ MAGAZINE ADVERTISING IS THE MOST EFFECTIVE MEDIA TO REACH AND CONNECT WITH THE **C-SUITE** OR **DECISION-MAKERS**

BRANDING FREQUENCY ADVERTISING MATTERS:

1-3 PLACEMENTS BUILDS BRAND AWARENESS BY 56%	4+ PLACEMENTS BUILDS BRAND AWARENESS BY 71%	5+ PLACEMENTS BRAND ASSOCIATION PEAKS AT 5-7 EXPOSURE	9+ PLACEMENTS PURCHASE INTENT AND BRAND FAVORABILITY ARE HIGHEST AT 9 EXPOSURE
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Sources: MPA - Scott McDonald PhD. Nomos Research; Nielsen Catalina Solutions - Multi-Media Sales Effects 2004-2017; MRI-Simmons Spring 2018, MRI-Simmons; Starch Advertising Research July 2017-June 2018; News Media Canada; Kantar Milward Brown.

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

"Sugar Journal, in one guise or another has been a welcome companion in my journey through the sugar cane world starting in Jamaica in 1971 and I am very grateful to you and your team for not only upholding, but improving the standards and range of interest of an essential tool for anybody working in sugar cane production.

I thank you for so much over the years and wish you and the team all the very best for the years to come, with thanks and best wishes," -David E.

"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."

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 and ethanol industries, is a monthly publication dedicated to informing readers of the latest trends in sugar cane, beet, and corn 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 82 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.

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

JANUARY

SPACE RESERVATION
12/12/19
ARTWORK DUE
12/18/19

THEME: Complete Report of the Louisiana Division ASSCT Meeting -Presidents' addresses and abstracts to be presented at the annual Louisiana meeting of the American Society of Sugar Cane Technologists will be included.

BONUS DISTRIBUTION: February 3 - 5 | Louisiana Division of American Society of Sugar Cane Technologists meeting, L'Auberge Casino & Hotel, Baton Rouge LA USA

FEBRUARY

SPACE RESERVATION
01/10/20
ARTWORK DUE
01/17/20

THEME: Annual Latin American Buyers' Guide, the annual products guide for the Spanish-speaking sugar community. *Latin American Sugar Industry: An Up-To-Date review on the sugar industry in our Spanish-speaking part of the Americas.*

BONUS DISTRIBUTION: May 25 - 29 | ATACA Congress, Guatemala

MARCH

SPACE RESERVATION
02/10/20
ARTWORK DUE
02/17/20

THEME: Report on the Australian sugar industry and upcoming annual ASSCT technical meeting. Louisiana report including production and personnel of factories in Louisiana.

SPONSORED SECTION: Inside the Factory - Factory Processing or Juice Extraction and Bagasse/Pulp Handling. Includes FREE Space for Your Editorial to Accompany Your Ad.

BONUS DISTRIBUTION: Australian Society of Sugar Cane Technologists Annual Meeting, April 21 - Bundaberg, QLD Australia

APRIL

SPACE RESERVATION
03/11/20
ARTWORK DUE
03/18/20

THEME: A report on the 78th 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 3 - 6 | 78th Sugar Industry Technologist Conference, New Orleans, LA USA

MAY

SPACE RESERVATION
04/10/20
ARTWORK DUE
04/17/20

THEME: Demand for Ethanol production in the US and foreign markets.

SPONSORED SECTION: On the field - Pest Control and Soil Amendments. FREE Space for Your Editorial to Accompany Your Ad.

BONUS DISTRIBUTION: FEW - International Fuel Ethanol Workshop & Conference, World's Largest Ethanol Event, June 15-17, 2020, Minneapolis, MN

JUNE

SPACE RESERVATION
05/11/20
ARTWORK DUE
05/18/20

THEME: Florida and Louisiana Joint ASSCT Meeting - Celebrating 50 Years. 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 16-19 | Florida and Louisiana Joint American Society of Sugar Cane Technologists meeting, The Westin Savannah Harbor Golf Resort & SPA, Savannah, GA

JULY

SPACE RESERVATION
06/10/20
ARTWORK DUE
06/17/20

THEME: 2018 Factory Directory - 2019/20 Florida and Texas sugar production data, factory and personnel listing. The Florida sugarcane census for 2017 will be included.

SPONSORED SECTION: On the Field -Field, Harvest and Transport Equipment. Includes FREE Space for Your Editorial to Accompany Your Ad.

BONUS DISTRIBUTION: The American Sugar Alliance, Vail, CO July 31 - August 5

AUGUST

SPACE RESERVATION
07/10/20
ARTWORK DUE
07/17/20

THEME: Sugar production in China and Thailand -a look into two of the largest producers in the world.

BONUS DISTRIBUTION: World Sugar Expo, Bangkok Thailand September 10-11

SEPTEMBER

SPACE RESERVATION
08/12/20
ARTWORK DUE
08/18/20

THEME: 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!

OCTOBER

SPACE RESERVATION
09/11/20
ARTWORK DUE
09/18/20

THEME: Sugar Beets - A look into the European and US Markets.

SPONSORED SECTION: Inside the Factory - Factory/Refinery Boiling House and Sugar Production which includes clarification, evaporation, crystallization, and centrifugation. Includes FREE Space for Your Editorial to Accompany Your Ad.

NOVEMBER

SPACE RESERVATION
10/12/20
ARTWORK DUE
10/19/20

THEME: Innovative Products, Services & Technology issue features new products that are advancing technology in the global sugar and ethanol industries. Advertisers will receive FREE space for your product, service or press release and photo.

DECEMBER

SPACE RESERVATION
11/10/20
ARTWORK DUE
11/17/20

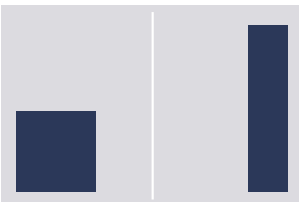
THEME: Recap of world production of sugar and ethanol. Double Your Ad Space FREE! Buy one ad; get one FREE or double the size of your ad. (1/3 page minimum). The issue also includes a cumulative index of comprehensive sugar industry articles and authors.



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.**

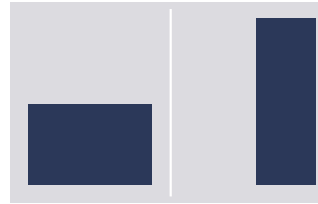


Full Page:
 Trim Size: **8.5 x 10.875 in.**
 Bleed: **8.75 x 11.125 in.**
 Live Area: **8 x 10.375 in.**



1/3 Page Square:
 Trim Size: **4.65 x 4.65 in.**

1/3 Page V:
 Trim Size: **2.2 x 9.6 in.**



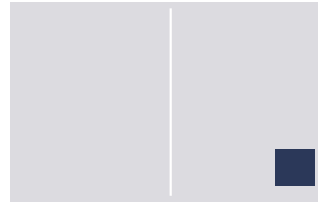
1/2 Page H:
 Trim Size: **7.1 x 4.65 in.**

1/2 Page V:
 Trim Size: **3.425 x 9.6 in.**



1/6 Page H:
 Trim Size: **4.65 x 2.2 in.**

1/6 Page V:
 Trim Size: **2.2 x 4.65 in.**



1/12 Page:
 Trim Size: **2.2 x 2.2 in.**

Alternate sizes (not shown):
 2/3 Page H: **7.1x7.1 in.**
 2/3 Page V: **4.4x9.6 in.**

2020 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	\$1,400	\$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

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

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

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	1/6 Page	\$300
1/2 Page	\$400	1/12 Page**	\$100
1/3 Page	\$350		

Questions?

Contact art@sugarjournal.com

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. For \$1,295 a professional writer will create a custom email for you about your product or service. You'll provide two photos, your contact information, color scheme preference and any additional instructions.



Reach our 4,000
E-newsletter subscribers.



E-newsletter Sponsorship

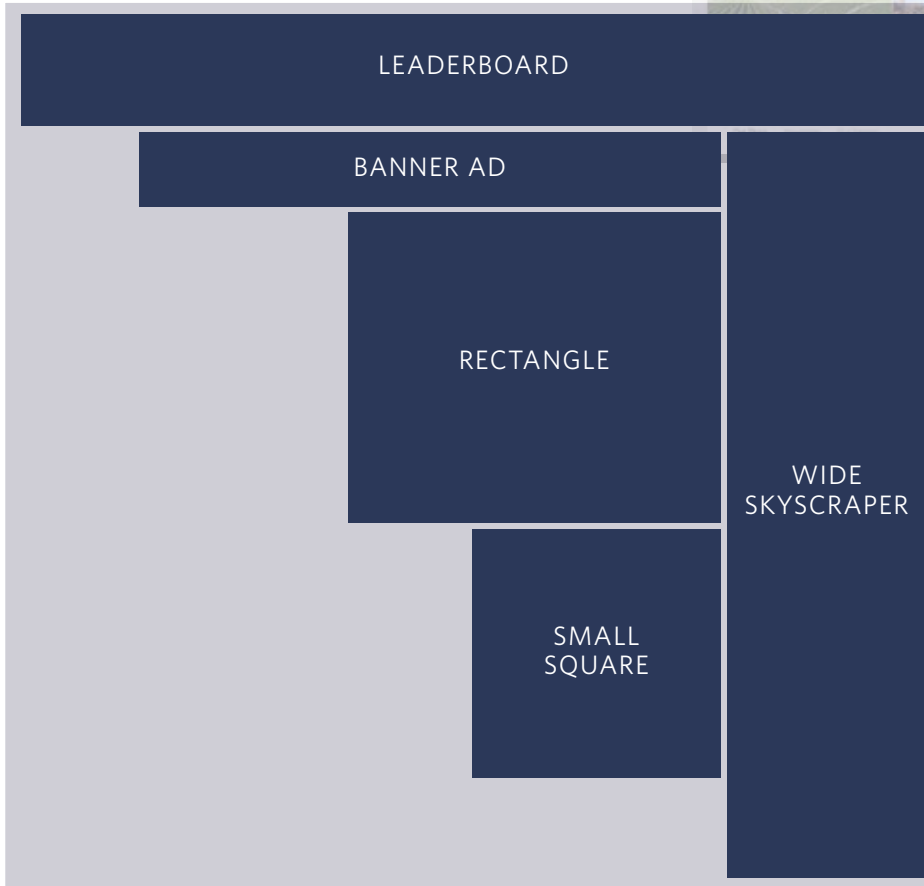
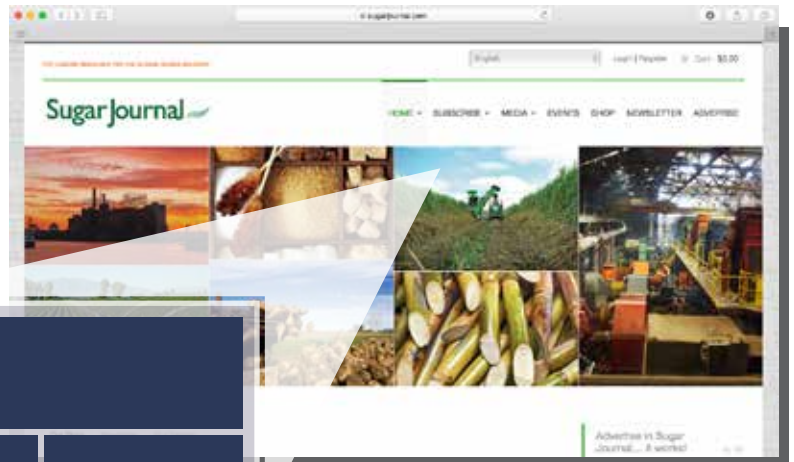
\$325 per bi-weekly *Sugar & Energy Notes* newsletter. This will include a dedicated sponsored section, within in the e-newsletter body, including a logo and 100 words along with link to your website or information page. Limited to two sponsors per issue.

E-newsletter Banner Ad

200x200 - \$200/month.

Sugar Journal

DIGITAL ADVERTISING



SUGARJOURNAL.COM WEBSITE ADVERTISING RATES

Leaderboard

AD SIZE **728 x 90** / RATE **\$395/month**

Banner Ad

AD SIZE **468 x 60** / RATE **\$300/month**

Wide Skyscraper

AD SIZE **160 x 600** / RATE **\$325/month**

Rectangle

AD SIZE **300 x 250** / RATE **\$250/month**

Small Square

AD SIZE **200 x 200** / RATE **\$200/month**

Print advertisers and digital frequency schedules over 6 months receive 10% discount

Reach the industry leaders at SugarJournal.com

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

Website Advertising Rate:

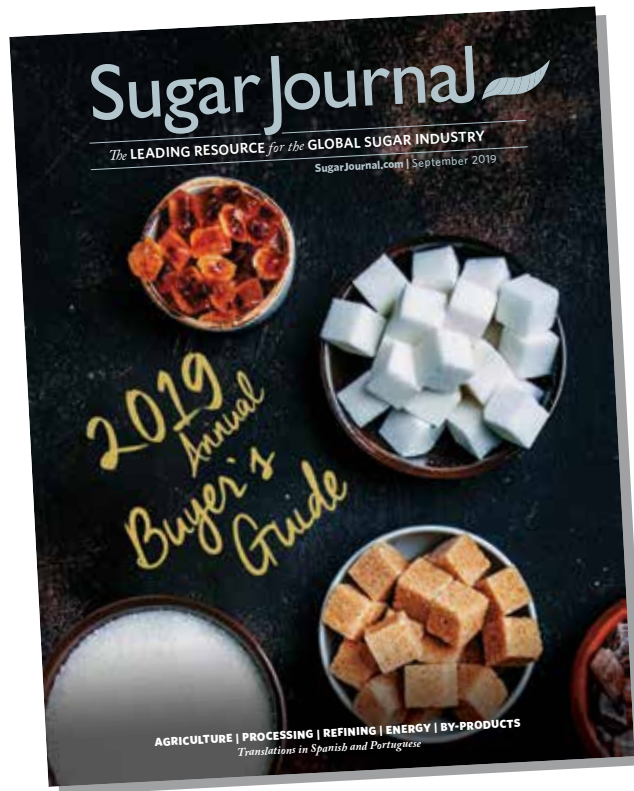
\$200 per month.

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.



Sugar Journal

2020 BUYERS' GUIDE

SEPTEMBER 2020

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

Be Sure You're Included.

YES, WE WANT TO REACH THE SUGAR INDUSTRY DECISION-MAKERS ALL YEAR IN THE 2020 BUYERS' 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.

BUYERS' 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 Buyers' Guide information and category listing selection form will be posted online at SugarJournal.com starting May 1, 2020.

SPACE RESERVATION BY: AUG. 1, 2020
ARTWORK, FREE ADVERTORIAL TEXT, AND LISTING INFORMATION DUE: AUG. 7, 2020



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

sugarjournal.com

YOUR BEST RESOURCE FOR THE GLOBAL SUGAR AND ETHANOL INDUSTRIES

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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) | |

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)

Card Number _____ Exp. Date _____

Signature _____

Make checks payable to Sugar Journal paid in US dollars drawn on a US bank and mail to:

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