

2017 MEDIA KIT

CONTENTS

PAGE 02: #1 MAGAZINE IN THE INDUSTRY

PAGE 03: ADVERTISER BENEFITS:
ADDED VALUE

PAGE 04: EDITORIAL PLANNER

PAGE 05: DIGITAL ADVERTISING

**Since 1972: Your Strongest Advertising Buy
To Reach Potato Growers**

What makes Potato Grower magazine #1 in the industry?

POTATO GROWER



More issues
13 per year

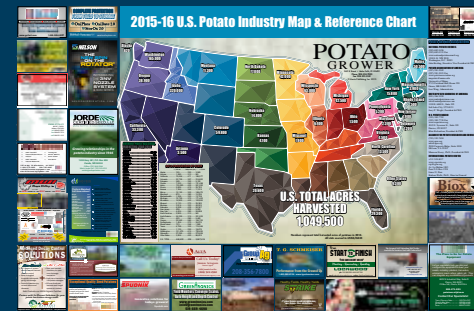
More technical information
Giving growers the knowledge they need to produce a quality, profitable crop

More editorial pages
Than any potato publication, provides more editorial opportunities.

More ad pages
Than any potato publication

More often
Growers count on *Potato Grower* every month

See all issues online at www.potatogrower.com



CIRCULATION: *The most current in the market*

Reach every potato grower in the US.

Potato Grower magazine circulation is completely auditable and updated using industry contacts, USDA Farm Service Agency payment records, satellite imagery and field boundaries.

UNITED STATES	8,840
CANADA/FOREIGN	170
BONUS DISTRIBUTION AT	
TRADE SHOWS	690
TOTAL	9,700

ADVERTISER BENEFITS:

Added value opportunities

- Every issue online at www.potatogrower.com & digital newsstand
- Online issue features free hotlink to your website
- New Products section for your products
- Around The Vine for your company news

Buyer's Guides:

January

Tractor Buyer's Guide
Special Seed Advertising Section

February

Irrigation Products Buyer's Guide
Special Seed Advertising Section

March

Fungicide Buyer's Guide
Fertilizer & Growth Promoters
Buyer's Guide

April

Herbicide Buyer's Guide

May

Pesticide Buyer's Guide

June

Harvesting Equipment Buyer's Guide

July

Trucks/Bulk Beds/Trailers Buyer's Guide

August/IGSA Program

Bagging/Packing/Shipping Buyer's Guide

September

Storage Buyer's Guide

October

Industry Handbook & Seed Directory

November

Chemical Application Equipment Buyer's Guide
Special Seed Advertising Section

December

Planting Equipment Buyer's Guide
Special Seed Advertising Section

These Buyer's Guides are a reader favorite and are free and easy to participate in. Simply email 100-200 words describing the benefits of your product and a high-resolution image to tyrell@potatogrower.com.

EDITORIAL PLANNER: January through December 2017

POTATO GROWER

January - Tractor Buyer's Guide

- Special Seed Advertising Section
 - Chemical Updates • Precision Planting • Winter Meetings
- Space Closes Nov. 18 Materials Due Nov. 29 Mail Date: Jan. 5

February - Irrigation Products Buyer's Guide

- Special Seed Advertising Section
 - Potato Lover's Month • Water Issues
 - Chemigation • Foliar Application
- Space Closes Dec. 16 Materials Due Dec. 23 Mail Date: Jan. 26

March - Fungicide Buyer's Guide

- Fertilizer & Growth Promoters Buyer's Guide
 - Seed Treatments • Crop Protection Research
 - Preparing for Diseases • Planting
- Space Closes Jan. 13 Materials Due Jan. 20 Mail Date: Feb. 14

April - Herbicide Buyer's Guide

- Blight Protection and Virus Control
 - Pest Update • Chemical Application
- Space Closes Feb. 10 Materials Due Feb. 17 Mail Date: Mar. 13

May - Pesticide Buyer's Guide

- Rotational Crops • Adjuvant Options
- Space Closes Mar. 17 Materials Due Mar. 24 Mail Date: Apr. 13

June - Harvesting Equipment Buyer's Guide

- Bruise Control • Vine Kill • Mid-season Pests
- Space Closes Apr. 14 Materials Due Apr. 21 Mail Date: May 11

July - Trucks/Bulk Beds/Trailers Buyer's Guide

- Preparing for Harvest • Equipment Prep
 - Storage Chemicals
 - Smart Irrigation Month
- Space Closes May 12 Materials Due May 19 Mail Date: June 14

August / IGSA Program -

Bagging/Packing/Shipping Buyer's Guide

- Fall Chemicals
 - IGSA Program Insert • Storage Controls
 - Weed Research Results
- Space Closes June 9 Materials Due June 16 Mail Date: July 14

September - Storage Buyer's Guide

- Commercial Financial Programs
 - Storage Prep
- Space Closes July 14 Materials Due July 21 Mail Date: Aug. 10

October - Industry Handbook & Seed Directory

- National Industry Handbook and Potato Seed Directory
- Space Closes Aug. 11 Materials Due Aug. 18 Mail Date: Sept. 15

November - Chemical Application Equipment Buyer's Guide

- Special Seed Advertising Section
 - Irrigation • Precision Ag
- Space Closes Sept. 15 Materials Due Sept. 22 Mail Date: Oct. 18

December - Planting Equipment Buyer's Guide

- Special Seed Advertising Section
 - Storage Disease Control • Seed Research
- Space Closes Oct. 20 Materials Due Oct. 27 Mail Date: Nov. 21

SPECIAL ISSUES

Potato Industry Map - Reference Chart

- Space Closes Sept. 8 Materials Due Sept. 15 Mail Date: Nov. 21

Idaho Annual - Meeting Program

- PGI Grower of the Year • Association Reports
- Space Closes Oct. 6 Materials Due Oct. 13 Mail Date: Oct. 31

DIGITAL ADVERTISING:

Perfect complement to your print ads

POTATO GROWER

Potatogrower.com is responsive, delivering optimized viewing for all devices and SEO is done daily. Since 2014:

- 214% increase in users
- 159% increase in page views
- 156% increase in sessions

BANNER ADS
Fantastic branding at a reasonable rate.

THE CONVEYOR weekly e-newsletter is sent to an email list of potato growers and industry insiders. This is an inexpensive and effective way to get your message out on short notice.

E-BLASTS
Your message, and yours alone. Send your updates and/or offers to potato growers and industry insiders. Build in as many hotlinks as you like and expect your message to get sent quickly.

LOGO HOT LINK
Goods and services