

2009 Advertising Media Planner



You're in

Good Hands

with

POTATO *Grower*

The Grower & Industry's Choice...

The Magazine Growers Trust!

The Most **Current Circulation** In The Market

Our circulation department works hard to keep a current list of growers, farm managers and industry professionals by updating our lists daily through grower associations, state lists and industry relations.

Strongest advertising buy to reach potato growers and industry nationwide.



Publisher's Statement

To our valued customers and readers,

Let's face it, we're all in this changing industry together. With shrinking numbers in today's agriculture, *Potato Grower* magazine makes every effort to ensure our mailing list of growers is the most current and updated in the industry. We are honest and factual when reporting these numbers to you, our customer.

Our circulation department contacts growers, decision makers, farm managers, industry professionals, grower associations, state associations and industry contacts on a daily basis to keep our list current of the many changes. Over the years this has resulted in slightly decreasing our mailing list and press run, but we remain factual and honest. There is no fluff. There are no inflated numbers. This list is as accurate as possible.

- Mass. - 29
- RI - 6
- NJ - 47
- Del. - 61
- MD - 18
- Wash. DC - 26
- Conn. - 23

Potato Grower magazine continues to be the only potato industry magazine publishing 13 times each year. It is there when and where you need it. It is the news source for decision makers.

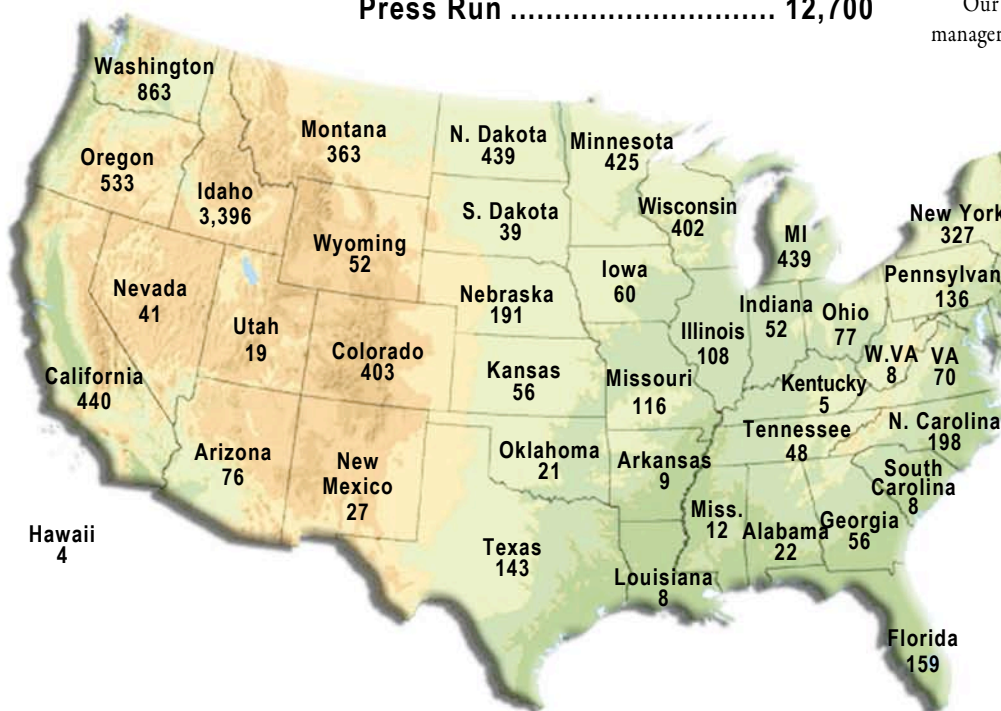
It has been an honor serving the potato industry for the past 37 years. We look forward to many more.

Sincerely,

Jason Harris, Publisher

TOTAL MAILING: United States 11,009
 U.S. Paid 193
 Foreign & Canada Paid 292
 Promotion/Trade Shows 1,206
 Press Run 12,700

Alaska
47



TARGETED • RELIABLE • FACTUAL

The Growers' Choice!

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20 YEARS OF BUSINESS

Here at Parma Company, we have been doing business with Harris Publishing for over 20 years. I have been working directly with them since 1988. Over this time period we have experienced nothing but professionalism from their staff. We like the *Sugar Producer* and the *Potato Grower* magazines for a couple of reasons. Parma Company is a short line farm equipment manufacturer. Because of the specialty of the equipment we manufacture and market, we struggle occasionally to find advertising means that reach our specific demographics without wasting valuable resources in readers from outside the industry. By advertising in the *Sugar Producer* and *Potato Grower* magazines we are able to target directly our potential customers in the sugar beet and potato markets. The salesman and staff have always been willing to highlight our equipment when requested. It is not uncommon for their personnel to spend time with us taking pictures and helping set up ad copy. I have enjoyed working with them over the years.

—Roger Blaylock, General Manager, Parma Company

LEADING PUBLICATION

Potato Grower magazine is the leading publication focused on the needs of the grower. Its extensive coverage of pesticides, research and industry activities are second to none. As the promotional arm of the Idaho Potato Industry, it's important for us to work with the magazine to communicate the things we do to support our industry. And we look to *Potato Grower* as one of the best conduits to reaching our diverse grower constituency.

The Idaho Potato Commission—Seth Pemsler, VP-Retail/
International

SOURCE OF NEWS

"We depend on *Potato Grower* magazine to keep us apprised of U.S. potato growing production news. From articles about storage to crop protection to seed and finance, the magazine's content is always pertinent to our workaday world. The individual grower profiles are a highlight of the magazine and provide the human touch that so exemplifies this industry."

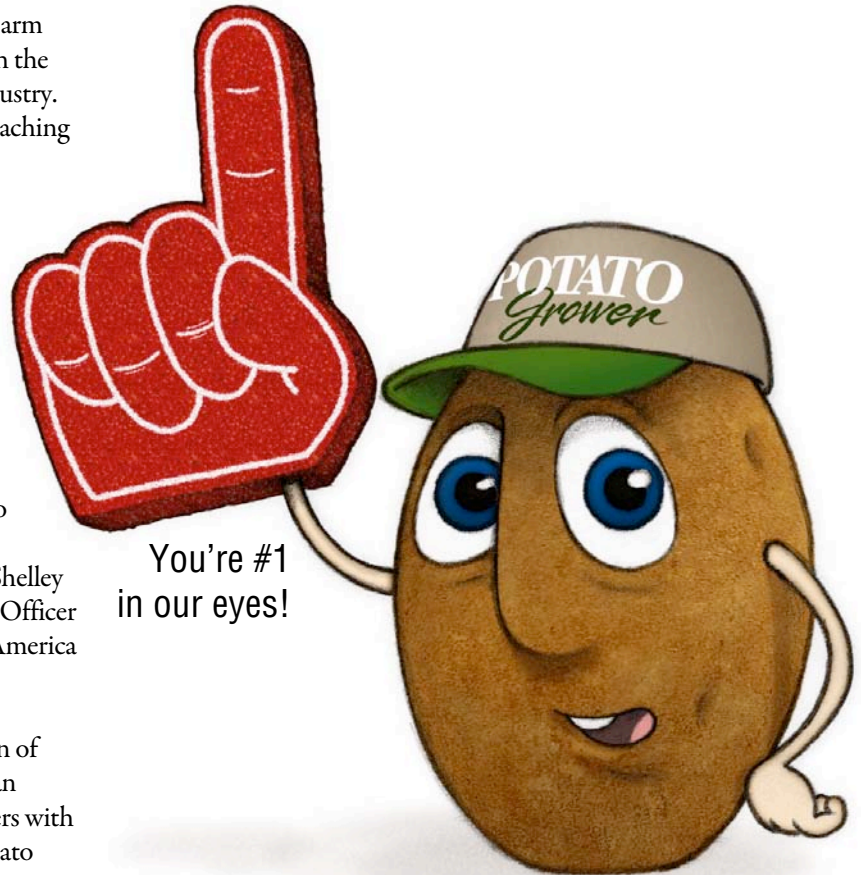
—Barb Shelley
Chief Communications Officer
United Potato Growers of America

COMMITMENT TO ADVERTISERS AND READERS

As the nation's potato marketing organization with the mission of increasing demand for potatoes and potato products through an integrated promotion program, thereby providing US producers with expanding markets for their production, the United States Potato Board's (USPB) Industry Communications & Policy Department is charged by our governing legislation and USDA to communicate these activities and achievements back to the US potato growers that fund and direct the program. While we utilize the classic agricultural

communications media mix, *Potato Grower* stands as one of our most important tools to reach growers with information on the USPB's activities that are important to their business. Our department was reorganized in mid-2006 and charged to "segment" our grower audience so that instead of communicating everything the USPB did to every grower, we would communicate the USPB work being done in the fresh market to fresh growers and process information to process growers, etc. *Potato Grower* actually called their circulation base to more clearly classify them as primarily a fresh, frozen, chip, dehy or seed grower so we could launch a customized advertising insert campaign. This type of responsiveness demonstrates *Potato Grower's* commitment to their advertisers—and to their readers—to deliver news, advice and information important to the long-term success of the US potato industry. The USPB considers *Potato Grower* a key partner in the success of our Industry Communications program, and we look forward to a long and productive relationship.

—David Fraser, Vice President, Industry Communications & Policy,
United States Potato Board, Denver, Colo.



POTATO magazine is recognized by industry professionals and growers nationwide as the *Grower* **No. 1** potato-specific publication in the market place! **It is second to none in timely and factual editorial** to help growers produce a consistently high-quality potato.

Delivering The Most Consistent Editorial Each Month

Potato Grower Magazine Editorial Guide for 2009

Right in line with making connections is keeping connections. That is what we at *Potato Grower* magazine do while continuing to provide the potato industry with pertinent information, insights and updates.

We are making connections with people who are involved with packaging, promoting and protecting potatoes. We are connecting with growers and other industry leaders who are making positive impacts. We are keeping connections with those in organizations which were formed to inform. We are making and keeping these connections across the industry and across the country.

The editorial planner has been formulated as an outline for the comprehensive coverage coming in the new year. From seeds to packaging and from irrigation to storage,

Potato Grower magazine is positioned to cover the aspects of the industry. Focused editorial content is geared to address that which is important to readers. Information about new products, features on growers, results from research and ways to contact industry organizations is all part of what we provide.

As the editor of *Potato Grower* magazine, I would like the publication to be a professional product both in content and presentation. As we continue making and keeping connections in providing our readers with a quality product, the publication will continue to be a solid connection to the potato industry.



Ryan Hales, editor

You can also keep connected at www.potatogrower.com

Upcoming Issues and Deadlines

<p>January Issue Emphasis—Chemical and Seed Final agenda for the potato schools; new ag chemicals and EPA review updates; planting efficiency and its importance; new seed certification and export criteria; the latest on precision potato production; tractor preview Closing date: November 11, 2008</p>	<p>June Issue Emphasis—Harvest Preparation Bruise control and handling. The importance of vine kill; taking care of mid-season pests; why scouting your crop is critical; equipment preview Closing date: April 24, 2009</p>	<p>October Issue Emphasis—National Industry Directory/Buyers' Guide National Potato Seed Directory Closing date: August 21, 2009</p>
<p>February Issue Emphasis—Irrigation Precision irrigation and upgrades; water-issue updates; chemigation efficiency; foliar-application research; irrigation product preview; seed certification rules Closing Date: December 12, 2008</p>	<p>July Issue Emphasis—Harvest Preparation Are you ready for harvest? Preparing equipment, storage sanitation. Planning for fall herbicides and fumigants; Smart Irrigation month Closing date: May 26, 2009</p>	<p>November Issue Emphasis—Irrigation Irrigation; foliar-application research; trade and export updates; precision ag planning; National Potato Expo review Closing date: September 25, 2009</p>
<p>March Issue Emphasis—All Phases of Growing New techniques in planting; planter upgrades; importance of applying seed treatments; pre-plant and at-plant crop-protection research; preparing for diseases; internet; micronutrients; field-equipment preview Closing date: January 20, 2009</p>	<p>August Issue Emphasis—Fall Chemicals/IGSA Preparing your storage air and humidity controls; the latest marketing trends; the modernization of processing, packing equipment; Snake River Weed Resource Tour Closing Date: June 23, 2009</p>	<p>December Issue Emphasis—Storage Storage management, storage bruise, precision planning; seed-handling research; biological inputs, storage diseases Closing date: October 23, 2009</p>
<p>April Issue Emphasis—Crop Protection Why it is important to continue to protect against early and late blight? fungicide preview; herbicide news; pest surveys and their importance; irrigation overview; aerial and ground sprayings; virus control Closing date: February 20, 2009</p>	<p>September Issue Emphasis—Seed / Storage / Finance Bagging/packaging preview; commercial financial programs Closing date: July 24, 2009</p>	<p>PGI Annual Issue Emphasis—PGI Meeting Potato Growers of Idaho Annual Convention Issue; reports from directors; plans for meeting, Growers of the year Closing date: October 9, 2009</p>

Columns:

- Editor's Comments
- National Potato Council
- United States Potato Board
- University of Idaho
- Idaho Potato Commission
- Potato Growers of Idaho

Bonuses:

- Grower Features
- Special Topic Focus
- Potato School Coverage
- Seed Seminars
- Association Meetings
- Crop Forecasts/Reports
- U.S./Canadian Production Reports
- Timely Features • Research Reports
- Marketing Trends • Plus Much More

Monthly Departments:

- Calendar Of Events
- Updates (Industry News)
- New Products and Services

TRUSTED • TIMELY • ACCOUNTABLE