POTATO GROWER

Serving the National Potato Industry
www.potatogrower.com
Read>Learn>Grow

2018 MEDIA KIT

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

What makes Potato Grower magazine the No.1 Potato-Specific publication 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 ad pages
Than any potato publication

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

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 U.S.

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	**8,810**
CANADA/FOREIGN	**150**
BONUS DISTRIBUTION AT TRADE SHOWS	**740**
TOTAL DISTRIBUTION	**9,700**

ADVERTISER BENEFITS:
Added value opportunities

POTATO GROWER

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

Buyers' Guides:

January
Tractor Buyers' Guide
Special Seed Advertising Section

February
Irrigation Products Buyers' Guide
Special Seed Advertising Section

March
Fungicide Buyers' Guide
Fertilizer & Growth Promoters Buyers' Guide

April
Herbicide Buyers' Guide

May
Pesticide Buyers' Guide

June
Harvesting Equipment Buyers' Guide

July
Trucks/Bulk Beds/Trailers Buyers' Guide

August/IGSA Program
Bagging/Packing/Shipping Buyers' Guide

September
Storage Buyers' Guide
Special Seed Advertising Section

October
Industry Handbook & Seed Directory

November
Chemical Application Equipment Buyers' Guide
Special Seed Advertising Section

December
Planting Equipment Buyers' Guide
Special Seed Advertising Section

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

EDITORIAL PLANNER: January through December 2018

POTATO GROWER

January - Tractor Buyers' Guide
• Special Seed Advertising Section
• Chemical Updates • Precision Planting • Winter Meetings
Space Closes Nov. 17 Materials Due Nov. 28 Mail Date: Jan. 4

February - Irrigation Products Buyers' Guide
• Special Seed Advertising Section
• Potato Lover's Month • Water Issues
• Chemigation • Foliar Application
Space Closes Dec. 15 Materials Due Dec. 22 Mail Date: Jan. 23

March - Fungicide Buyers' Guide
Fertilizer & Growth Promoters Buyers' Guide
• Seed Treatments • Crop Protection Research
• Preparing for Diseases • Planting
Space Closes Jan. 12 Materials Due Jan. 19 Mail Date: Feb. 15

April - Herbicide Buyers' Guide
• Blight Protection and Virus Control
• Pest Update • Chemical Application
Space Closes Feb. 9 Materials Due Feb. 16 Mail Date: Mar. 13

May - Pesticide Buyers' Guide
• Rotational Crops • Adjuvant Options
Space Closes Mar. 16 Materials Due Mar. 23 Mail Date: Apr. 13

June - Harvesting Equipment Buyers' Guide
• Bruise Control • Vine Kill • Mid-season Pests
Space Closes Apr. 13 Materials Due Apr. 20 Mail Date: May 11

July - Trucks/Bulk Beds/Trailers Buyers' Guide
• Preparing for Harvest • Equipment Prep
• Storage Chemicals
• Smart Irrigation Month
Space Closes May 11 Materials Due May 18 Mail Date: June 14

August / IGSA Program - Bagging/Packing/Shipping Buyers' Guide
• Fall Chemicals
• IGSA Program Insert • Storage Controls
• Weed Research Results
Space Closes June 15 Materials Due June 22 Mail Date: July 19

September - Storage Buyers' Guide
• Commercial Financial Programs
• Storage Prep
Space Closes July 13 Materials Due July 20 Mail Date: Aug. 10

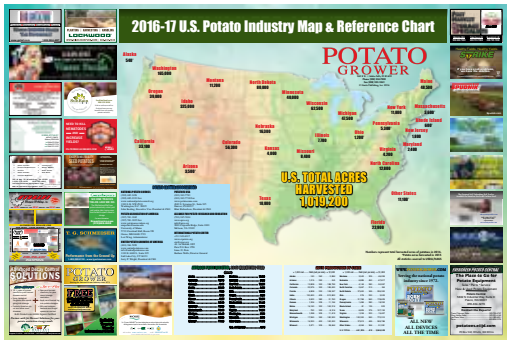
October - Industry Handbook & Seed Directory
National Industry Handbook and Potato Seed Directory
Space Closes Aug. 10 Materials Due Aug. 17 Mail Date: Sept. 17

November - Chemical Application Equipment Buyers' Guide
• Special Seed Advertising Section
• Irrigation • Precision Ag
Space Closes Sept. 14 Materials Due Sept. 21 Mail Date: Oct. 16

December - Planting Equipment Buyers' Guide
• Special Seed Advertising Section
• Storage Disease Control • Seed Research
Space Closes Oct. 19 Materials Due Oct. 28 Mail Date: Nov. 21

SPECIAL ISSUES

Potato Industry Map - Reference Chart
Space Closes Sept. 7 Materials Due Sept. 14 Mail Date: Nov. 21

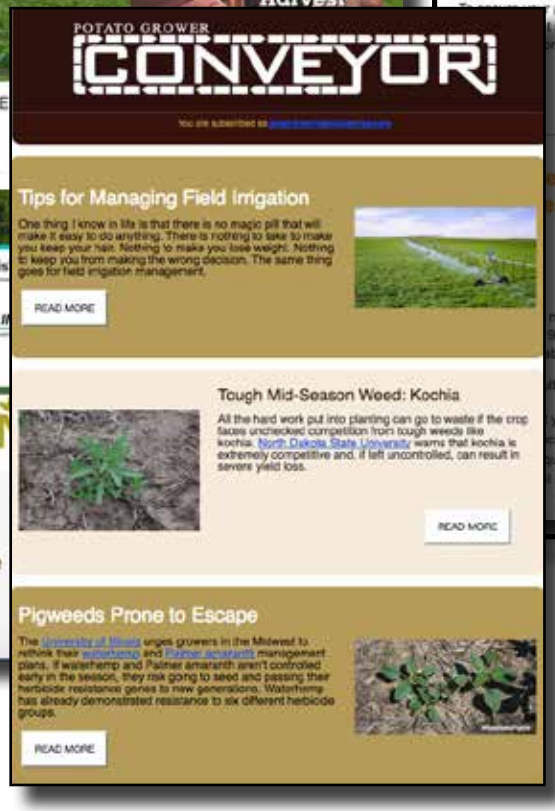


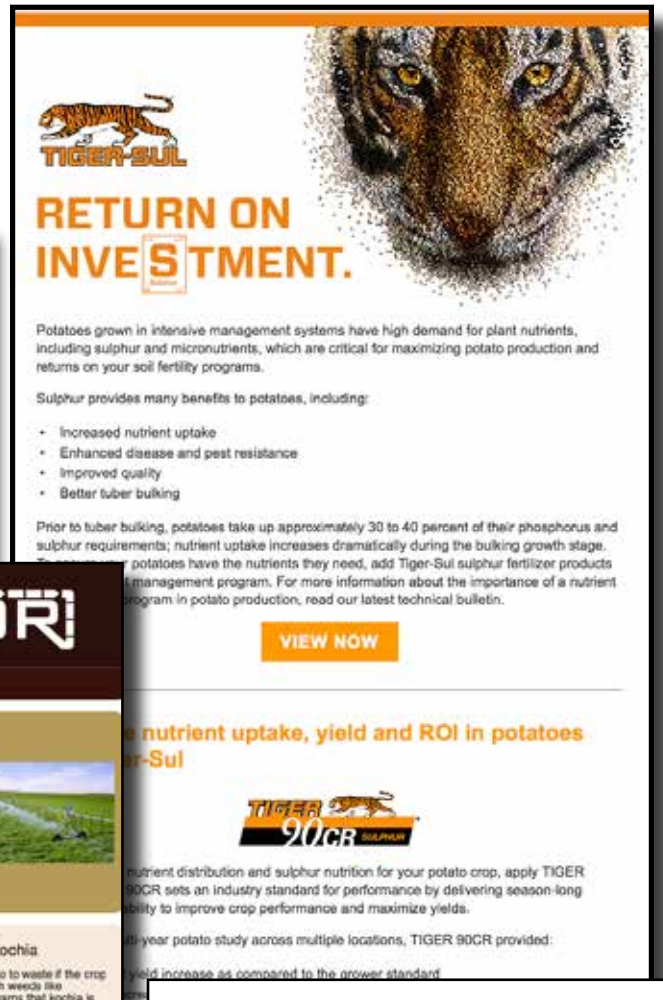
Idaho Annual
PGI Grower of the Year • Association Reports
Space Closes Oct. 5 Materials Due Oct. 12 Mail Date: Oct. 31

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 January 2016, Potatogrower.com has increased on average between users, page views and sessions by 177%





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.