2014 Media Kit

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Since 1972:
Your Strongest Advertising Buy
To Reach Potato Growers

www.potatogrower.com
What makes Potato Grower magazine #1 in the industry?

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

More ad pages
Than any potato publication

More often
Growers count on Potato Grower every month

Potato Industry Magazines: Pages & Ad Pages
Experienced & Affluent

53.7 years old
71% have grown potatoes 16 years or longer
47% have farm operations over 1,000 acres
80% are from a potato-growing family
50% have a $1-million-or-more potato operation
**DEMOGRAPHICS:**
What potato growers use / Lifestyle

**Already Owned**

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<tr>
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<th>Pickup Truck</th>
<th>Tractor</th>
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<tbody>
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<td>Sprayer</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>Potato Harvester</td>
<td>73%</td>
<td>70%</td>
</tr>
<tr>
<td>Potato Planter</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>Diesel Engine</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>New Tractor</td>
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<td></td>
</tr>
<tr>
<td>1-Ton + Truck</td>
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<tr>
<td>Bulk-Bed Truck</td>
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<tr>
<td>Semi- Trailer</td>
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**What Will Growers Own in Two Years?**

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<td>Pickup Truck (1/2 or 3/4 ton)</td>
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<td>Used Tractor</td>
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<tr>
<td>Pickup Truck (One ton plus)</td>
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<td>Moisture Sensors</td>
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<tr>
<td>Irrigation Pump</td>
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<tr>
<td>Surface Irrigation</td>
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<tr>
<td>Hand Irrigation Lines</td>
<td>6%</td>
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**Lifestyle**

- ATVs or Side by Sides: 54%
- Physical Fitness / Exercise: 51%
- Hunting: 49%
- Fishing: 44%
- Boating: 41%
- Camping: 39%
- Shooting: 34%
- Golfing: 26%
- Hiking: 26%
- Photography: 24%
- Snowmobiling: 21%
- Personal Watercraft: 17%
CIRCULATION: The most current in the market

Reach every potato grower in the US and many in Canada.

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 ...................... 9,936
CANADA ............................ 518
FOREIGN ............................. 41
PROMOTION/TRADE SHOWS ...... 305
TOTAL ............................ 10,800
Every issue online at www.potatogrower.com & digital newsstand
Online issue features free hotline to your website
Buyer’s Guides for your products
New Products section for your products
Around The Vine for your company news

DYNAMIC SYSTEMS SIMBA SOFTWARE
REDMOND, Wash.—Dynamic Systems, Inc., a Redmond, Wash., software developer specializing in barcode data collection, announces the release of SIMBA Lite 2012, which is designed to provide food processors the ability to process, label and track their products from field or dock to customer.

The SIMBA (Specialized Inventory Management with Barcode Accuracy) system solves the problem of how to produce and track complete product labeling for fresh food on the fly. SIMBA Lite is designed for those companies that process in bulk (similar or same products into constant weight cartons). The system allows a production line worker to change content of product labels with a fingertip on the computer or touch-screen, capturing product information (weight, size, color, grade) and printing a label with a barcode identifier for that tote or carton.

The label information is stored in the SIMBA inventory system, which then provides production and inventory reports. The cartons may then be accumulated onto a pallet, and tracked with a single pallet identifier. This integrated system gives the user complete traceability of the product from receiving to shipping. The cartons or pallets can be stored and tracked by location within the warehouse, cooler or freezer.


REMLINGER MFG. PFM BELT-DRIVEN POWER DITCHERS
Remlinger Manufacturing offers the PFM belt-driven power ditchers in both a center-cut and offset model for small, economical field water control. Cutting ditches up to 12 inches deep in a single pass with excellent...

New Product Examples

This strong, durable power ditcher features a unique HP belt drive with a banded belt and tapered bushing sheaves. The rotor is equipped with labyrinth-shielded bearings and four reversible cutting blades that are adjustable from 18-20 inch diameters. Fits category II and III standard or quick hitch systems.


ALLIANCE GALAXY MUDDY BUDDY TIRE
The Galaxy Muddy Buddy from the Alliance Tire Group introduces a super-deep-tread, skid-steer tires.

The Muddy Buddy’s extra-deep tread, shallow lug angle and sharp shoulders provide better traction on slick or slushy surfaces, and offer more high durability rubber for longer service life. The lug’s sharp shoulder angle provide a superior grip on soft and uneven surfaces, adds Seth Walters, vice president of marketing and supply chain.

The Muddy Buddy has a construction industry, which was eager for a tire that could enhance skid-steer performance in muddy conditions and on uneven surfaces.

The Muddy Buddy is available in the most popular sizes for skid-steer tires: 10-16.5 and 12-16.5.


JOHN DEERE MOBILE FARM MANAGER APP
To help give producers easier access to important farm and field information through their mobile device, John Deere introduces John Deere Mobile.

PHARMGRADE ADVANTAGE
IDAHO FALLS, Idaho—Pharmgrade, a leader in the development of sustainable agriculture solutions, has been working closely with Idaho potato growers to provide products and nutrient management plans that make significant increases in yields. With the relatively small amount of extra input, potato growers can expect to increase profits and leave their soil in a’s crop, storage and post-harvest.

Pharmgrade supplies pharmaceutical-grade conventional agriculture. Concentrated to establish microbial populations in soil of nutrients and organic matter is in the microbes and the potato plant. Use of Pharmgrade products, growers per year and will see a decreased need for conventional and expensive fertilizer. Need for excessive irrigation and Pharmgrade’s range of products contain fulvic acid, beneficial microbes, or.

Visit www.pharmgrade.com or call (208) 552-1500.

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ADVERTISER BENEFITS: 
Buyer’s Guides for your products

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 tbaum@potatogrower.com.

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

November
- ATV & Utility Vehicle Buyer’s Guide
- Special Seed Advertising Section

December
- Planting Equipment Buyer’s Guide
- Special Seed Advertising Section
EDITORIAL PLANNER: January through August 2014

**January - Tractor Buyer’s Guide**
- Special Seed Advertising Section
- Chemical Updates • Precision Planting • Winter Meetings

**Bonus Distribution:**
Online: www.potatogrower.com
Potato Expo & National Potato Council Meeting
The ID Annual Ag-Expo/Potato School
WA/OR Potato Conference & Trade Show
Far West Agribusiness Association Meeting

Space Closes Nov. 15   Materials Due Nov. 22

**February - Irrigation Products Buyer’s Guide**
- Special Seed Advertising Section
- Potato Lover’s Month • Water Issues
- Chemigation • Foliar Application

**Bonus Distribution:**
Online: www.potatogrower.com
World Ag Expo

Space Closes Dec. 20   Materials Due Dec. 27

**March - Fungicide Buyer’s Guide**
Fertilizer & Growth Promoters Buyer’s Guide
- Seed Treatments • Crop Protection Research
- Preparing for Diseases • Planting

**Bonus Distribution:**
Online: www.potatogrower.com
US Potato Board Annual Meeting

Space Closes Jan. 17   Materials Due Jan. 24

**April - Herbicide Buyer’s Guide**
- Blight Protection and Virus Control
- Pest Update • Chemical Application

**Bonus Distribution:**
Online: www.potatogrower.com
National Agri-Marketing Association Conference
United Fresh Produce Association Trade Show

Space Closes Feb. 14   Materials Due Feb. 21

**May - Pesticide Buyer’s Guide**
- Rotational Crops • Adjuvant Options

**Bonus Distribution:**
Online: www.potatogrower.com
Space Closes Mar. 21   Materials Due Mar. 28

**June - Harvesting Equipment Buyer’s Guide**
- Bruise Control • Vine Kill • Mid-season Pests

**Bonus Distribution:**
Online: www.potatogrower.com
National Potato Council Summer Meeting
International Potato Processing & Storage Convention Field Tours

Space Closes Apr. 18   Materials Due Apr. 25

**July - Trucks/Bulk Beds/Trailers Buyer’s Guide**
- Preparing for Harvest • Equipment Prep
- Storage Chemicals
- Smart Irrigation Month

**Bonus Distribution:**
Online: www.potatogrower.com
Irrigation Association Water Conference Field Tours

Space Closes May 16   Materials Due May 23

**August / IGSA Program - Bagging/Packing/Shipping Buyer’s Guide**
- Fall Chemicals
- IGSA Program Insert • Storage Controls
- Weed Research Results

**Bonus Distribution:**
Online: www.potatogrower.com
U.S. Potato Board Summer Meeting
Potato Association of America Annual Meeting
Idaho Grower Shippers Association Meeting

Space Closes June 20   Materials Due June 27
EDITORIAL PLANNER:
September - December 2014, Special Issues

**September** - Storage Buyer’s Guide
- Commercial Financial Programs
- Storage Prep

**Bonus Distribution:**
Online: www.potatogrower.com
Space Closes July 18  Materials Due July 25

**October** - Industry Handbook
National Industry Handbook and Potato Seed Directory

**Bonus Distribution:**
Online: www.potatogrower.com
Potato Expo & National Potato Council Annual Meeting
The ID Annual Ag-Expo/Potato School
Space Closes Aug. 15  Materials Due Aug. 22

**November** - ATV & Utility Vehicle Buyer’s Guide
- Special Seed Advertising Section
- Irrigation • Precision Ag

**Bonus Distribution:**
Online: www.potatogrower.com
Montana Seed Seminar
Irrigation Show
Space Closes Sept. 19  Materials Due Sept. 26

**December** - Planting Equipment Buyer’s Guide
- Special Seed Advertising Section
- Storage Disease Control • Seed Research

**Bonus Distribution:**
Online: www.potatogrower.com
Potato Expo & National Potato Council Annual Meeting
The ID Annual Ag-Expo/Potato School
Space Closes Oct. 17  Materials Due Oct. 24

**SPECIAL ISSUES**

**Potato Industry Map** - Reference Chart

**Bonus Distribution:**
Inserts into December Potato Grower
Space Closes Sept. 12  Materials Due Sept. 19

**Idaho Annual** - Meeting Program
PGI Grower of the Year • Association Reports

**Bonus Distribution:**
Potato Growers of Idaho Annual Meeting
Space Closes Oct. 3  Materials Due Oct. 10

**Also in Potato Grower**

**Columns:**
- From the Field by Tyler J. Baum
- United States Potato Board
- University of Idaho by Phil Nolte
- Idaho Potato Commission by Frank Muir
- United Potato Growers of America by Jerry R. Wright
- National Potato Council by John Keeling

**Contributors:**
- Bill Bohl, UI Bingham County extension educator
- Nora Olsen, UI extension potato specialist
- Buzz Shahan, United Potato Growers of America C.O.O.
- David Fairbourn, USPB
- David Fraser, USPB

**Monthly Departments:**
- New Products and Services • Industry News
- Calendar of Events

**Bonuses:**
- Grower Features • Seed Seminars
- U.S./Canadian Production Reports
- Timely Features • Research Reports
- Marketing Trends
DIGITAL ADVERTISING: Perfect complement to your print ads

Website – potatogrower.com
Full Banner (468 x 60 pixels)  3x  6x  9x  12x
Tower (160 x 600 pixels)  310  300  275  250

Hot Links $600 per year
Video Links $220 per year

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.

Full Banner (468 x 60) $300 for one month (4 emails)

News This Week:
- USPB JOINS PINTEREST
- COLO GROWERS WANT MORE CROP ACCESS IN MEXICO
- SIPCO DEVELOPS ANALYZING SOFTWARE
- RESEARCHERS TEACH GROWERS TO IDENTIFY POTATO PSYLLID

Water is at the heart of any agricultural operation. Without quality water, crops cannot get the sustenance they need and, as a result, farms produce at lower than desired levels. Past technologies for improving the quality of irrigation water have proven unsuccessful and extremely expensive. The Irrigation Enhancer is here to change all of that.

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.

HTML-based E-blast ...... $300
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**AD SPECIFICATIONS**

- Two-Page Spread ........................................ 15.125 x 10
- Full Page .................................................. 7.0625 x 10
- 2/3 Page Vertical ....................................... 4.667 x 10
- 1/2 Page Horizontal .................................... 7.083 x 4.833
- 1/2 Page Vertical ....................................... 4.667 x 7.333
- 1/3 Page Rectangular .................................... 4.667 x 4.833
- 1/3 Page Horizontal ................................... 7.083 x 3.167
- 1/3 Page Vertical ....................................... 2.25 x 10
- 1/6 Page Horizontal .................................... 4.667 x 2.333
- 1/6 Page Vertical ....................................... 2.25 x 4.833
- 1/12 Page ................................................. 2.25 x 2.333
- Trim Size .................................................. 8” x 10.75”
- Live Area Page ........................................... 7.083” x 10”
- Live Area Spread ....................................... 15” x 10”
- Spread Bleed Size ....................................... 16.25” x 11”
- Page Bleed Size .......................................... 8.25” x 11”

Complete ad specs: potatogrower.com/media

Email high res pdf files to:

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208-542-2213  •  dave@potatogrower.com

Rob Erickson, Account Executive
208-542-2218  •  rob.erickson@potatogrower.com

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WHERE WE LIVE

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jasonharris@harrispublishing.com

Tyler J. Baum, Editor
208-542-2259
tbaum@potatogrower.com
MARKETING OPTIONS:
Break away from the ordinary

MAGAZINE OPTIONS
Using creative options in print will make your ad message stand out. Belly bands, cover wraps, inserts and polybags will set you apart.

DIRECT MAIL/BROCHURES
Put your marketing materials into potato growers’ homes by renting our circulation list. Everything can be handled for you by your account representative, using our large-format, full-service, on-site print shop.
You can also get help with your brochures, reprints and any other printed matter.

Get quote
dave@potatogrower.com

Protect your potatoes against the damaging effects of White Mold!

The strongest seedling protection against Rhizoctonia.

Engineered to protect.

THE MOST IMPORTANT ADVANTAGE is a YIELD ADVANTAGE!

Proven protection against White Mold* and other foliar diseases

Brian England
(435) 817-1064
bengland@agraquest.com

Get quote
dave@potatogrower.com

 Protector against White Mold and other foliar diseases

Shortest available Restricted Entry Interval (4 hours);
The most flexible labeling on the market;
0-day Pre-Harvest Interval;
Broad spectrum disease control, including
Erwinia and Late Blight.
Direct mail lets you communicate one-on-one with your target audience. Send just to potato growers or pick from other crop and cattle options below.

**POST CARD**

4” x 6” Post Card
80# Gloss or Dull Cover Stock
Full-color both sides
Includes all printing, list rental, mailing and postage

<table>
<thead>
<tr>
<th>Producers</th>
<th>Mail List</th>
<th>Acres or Head</th>
<th>Gross Farm Income</th>
<th>*Post Card Total</th>
<th>**Flyer Total</th>
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<td>Sugarbeets</td>
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<td>$13.14 B</td>
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<td>Cotton</td>
<td>589</td>
<td>183,106</td>
<td>$892 M</td>
<td>$810</td>
<td>$883</td>
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<td>Hay</td>
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<td>2,381,745</td>
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<td>Soybeans</td>
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# Editorial Planning Overview:

## Dates at a Glance

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE</th>
<th>MAIL</th>
<th>Editorial Calendar</th>
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<tbody>
<tr>
<td>January</td>
<td>November 15 ...... December 31</td>
<td>Tractor Buyer’s Guide • Seed Buyer’s Guide</td>
<td></td>
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<tr>
<td>February</td>
<td>December 20 ...... January 30</td>
<td>Irrigation Products Buyer’s Guide • Seed Buyer’s Guide</td>
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<td>March</td>
<td>January 17 ...... February 24</td>
<td>Fungicide Buyer’s Guide • Fertilizer &amp; Growth Promoters Buyer’s Guide</td>
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<td>April</td>
<td>February 14 ...... March 19</td>
<td>Herbicide Buyer’s Guide</td>
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<td>May</td>
<td>March 21 ........ April 22</td>
<td>Pesticide Buyer’s Guide</td>
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<td>June</td>
<td>April 18 .......... May 20</td>
<td>Harvesting Equipment Buyer’s Guide</td>
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<td>July</td>
<td>May 16 ........... June 19</td>
<td>Trucks/Bulk Beds/Trailers Buyer’s Guide</td>
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<td>Aug/IGSA Program</td>
<td>June 20 ........ July 28</td>
<td>Bagging/Packing/Shipping Buyer’s Guide</td>
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<td>September</td>
<td>July 18........... August 19</td>
<td>Storage Buyer’s Guide • Seed Buyer’s Guide</td>
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<tr>
<td>October</td>
<td>August 15 ....... September 23</td>
<td>National Industry Handbook &amp; Potato Seed Directory</td>
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<tr>
<td>Potato Map</td>
<td>September 12 ..... November 18</td>
<td>National Industry Reference Chart</td>
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<td>November</td>
<td>September 19 ...... October 21</td>
<td>ATV &amp; Utility Vehicle Buyer’s Guide</td>
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<td>Idaho Annual</td>
<td>October 3 ....... November 3</td>
<td>PGI Grower of the Year</td>
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<tr>
<td>December</td>
<td>October 17 ...... November 18</td>
<td>Planting Equipment Buyer’s Guide • Seed Buyer’s Guide</td>
<td></td>
</tr>
</tbody>
</table>

*Materials due one week after closing date*
TESTIMONIALS:
Readers’ feedback

Potato Grower advertiser Fred Rehrman says, "If the magazine is not being read, it has no value. We think Potato Grower is read every month."

John Christofferson says Potato Grower is “What our customer is reading.”

Advertiser Ryan Bybee says, “(Potato Grower) starts in one office and moves through. Everybody reads it. It’s on top of things. It tells us what’s going on.”

Roger Blaylock says about Potato Grower, “It’s worked well for us.”

Brad Young says Potato Grower is “highly technical.”

Travis Mills says “I use it as my one source,” when talking about Potato Grower magazine.