

Spud Smart Magazine
media kit 2011

spud
SMART

about us



Providing a National Perspective for the Canadian Potato Sector

GROWING POTATOES IN CANADA ... selling potatoes in Canada and around the world ... these are tall orders and endeavours that we at *Spud Smart* are proud to be part of. From coast to coast, the issues are similar but with unique “twists.” A national voice is critical for these efforts to be successful and *Spud Smart* provides that national perspective for the Canadian potato sector. We are focused on engaging growers with content on fundamental issues that shape their daily efforts as well as the industry at large.

Partnerships with provincial, regional, and federal associations allow us access to information and distribution lists that ensure every potato grower in Canada is receiving the printed edition of *Spud Smart*. That connection to our readership has also garnered a strong following via digital components of the property with SpudSmart.com as well as our e-newsletter spudcast.

Being spud-smart is akin to being connected to the potato industry—we can help make that happen.

Cheers,

Shawn Brook
 Publisher, Spud Smart
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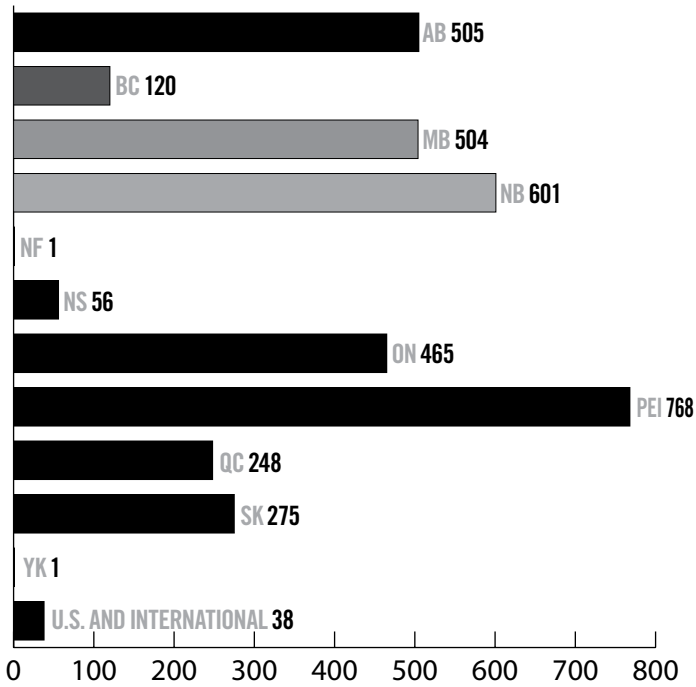


editorial calendar

ISSUE	THEME	SPECIAL DISTRIBUTION	BOOKING DEADLINE	ARTWORK DEADLINE
Winter 2011	Irrigation and Fertility	-MB Potato Production Days -NB Potato Conference & Tradeshow -International Potato Technology Expo	December 3, 2010	December 10, 2010
Spring 2011	What's New in Research		February 4, 2011	February 11, 2011
Summer 2011	Looking Abroad <ul style="list-style-type: none"> • Acreage estimates • Emerging potato industries • U.S. potato industry • Novel equipment and technology from around the globe • Carbon footprint of the potato • Special section—Equipment and technology showcase 		June 30, 2011	July 8, 2011
Fall 2011	Storage Success <ul style="list-style-type: none"> • In-storage disease pressures this season • Latest research • Ventilation, humidification and sprout control practices, products and equipment • Latest developments—On-farm food safety and traceability 	-Alberta Potato Growers Association Annual Meeting, November 15-17 Calgary, AB	September 30, 2011	October 7, 2011
Winter 2012	Soil Savvy <ul style="list-style-type: none"> • Novel soil amendment products • Latest advances in soil sampling and analyses • Soil sampling guidelines • Rotation strategies for growers • Recent research on liming • New seed treatment products and technologies • New varieties • Special section—Irrigation and fertility equipment and technology showcase, PLUS grower round table 	-MB Potato Production Days, January 24-26, Brandon, MB -NB Potato Conference & Tradeshow, TBD -PEI Potato Conference & Tradeshow, TBD -Potato Expo 2012, January 4-6, Orlando, FL -NPPGA Research and Reporting Conference, Date TBD, Grand Forks, ND	November 25, 2011	December 2, 2011
Spring 2012	Pest Management <ul style="list-style-type: none"> • Novel pest management products • IPM developments • Canada's most notorious pests—research and prevention • Wire worm update • The future of pesticides 	-Northeast Potato Technology Forum, March 2012, Location TBA	February 3, 2012	February 10, 2012
Summer 2012	Healthy Harvesting <ul style="list-style-type: none"> • Acreage Estimates • Harvester settings and maintenance • Vine killing • Consumer trends • Special Section—Equipment and technology showcase 		June 29, 2012	July 6, 2012
Fall 2012	Storage Sense <ul style="list-style-type: none"> • The latest in storage-related hardware and software • Handling and storing practices to minimize bruising and wounding • Disease outlook • Storage and varietal differences • A look at export sales • Update on late blight • Latest developments on the acrylamide issue 	-Alberta Potato Growers Association Annual Meeting, TBD	September 28, 2012	October 5, 2012

audience profile

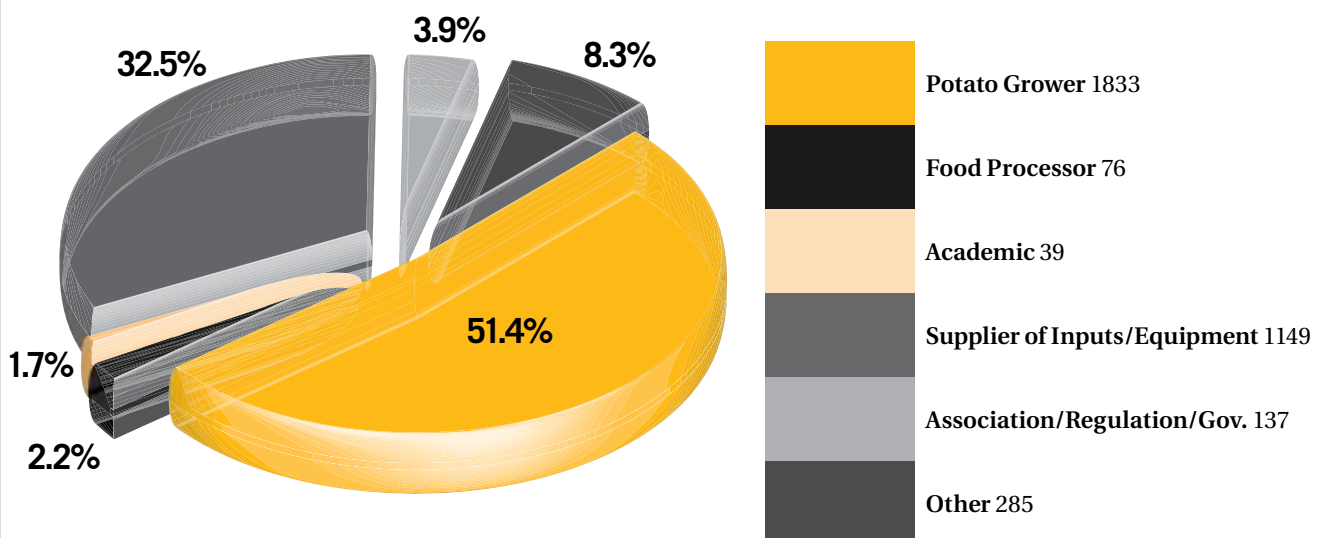
READERSHIP BREAKDOWN



Total Circulation: 3,582

In 2004-2005, Canada produced 1.36 million MT and exported 979,000 MT of frozen potato products

READERSHIP PROFILE



audience profile

THE CANADIAN POTATO INDUSTRY

POTATO ACREAGE IN CANADA

Province	Seeded			Harvested		
	2007	2008	2009	2007	2008	2009
Canada	399,200	379,900	371,100	395,200	373,400	361,600
PEI	96,000	92,500	85,000	96,000	89,000	82,000
MB	85,000	81,000	79,000	84,500	81,000	78,000
NB	58,500	55,500	55,000	58,500	54,500	54,500
AB	55,800	52,500	52,500	54,800	52,000	49,700
QC	45,700	42,500	44,200	44,700	41,800	43,200
ON	37,000	36,000	37,000	36,000	35,200	36,400
SK	9,500	9,500	8,500	9,500	9,500	8,000
BC	8,800	7,500	7,000	8,000	7,500	7,000
NS	2,500	2,200	2,300	2,500	2,200	2,200
NF	700	700	600	700	700	600

HUNDRED WEIGHT PRODUCED BY PROVINCE

Province	Production (hundredweight)		
	2007	2008	2009
Canada	109,982,000	103,560,000	100,997,000
PEI	27,360,000	24,920,000	23,780,000
MB	23,660,000	22,680,000	22,230,000
AB	18,687,000	17,472,000	16,003,000
NB	16,965,000	14,170,000	14,715,000
QC	12,748,000	10,952,000	11,426,000
ON	5,148,000	7,744,000	7,826,000
SK	2,328,000	2,613,000	2,320,000
BC	2,400,000	2,325,000	2,030,000
NS	563,000	572,000	583,000
NF	123,000	112,000	84,000

- Canada is the third largest producer close behind the Netherlands and the second exporter of frozen potato products in the world.
- It takes 2 to 2.5 kg of potatoes to produce 1 kg of French fries, about 5 kg for a kg of potato chips, and about 4 kg to produce 1 kg of dehydrated potatoes in granules.

lead generation

WEBSITE

Spud Smart has recently redesigned and launched the SpudSmart.com website. The new site is more user-friendly, searchable and navigable. With this new website, advertisers have the opportunity to promote their products on the site.

Position Options:

- Leader board
- Medium Rectangle
- Skyscraper
- Rectangle
- Button

DIGITAL EDITION

Spud Smart is currently published, distributed and archived online at SpudSmart.com. Published as comprehensive web content, the online stories allow advertisers to place various sized banner and display ads while making them interactive by adding flash, video and audio. Sponsorship is sold in six-month and year-long blocks.

SPONSORSHIP INCLUDES:

“Sponsored by” banner with linked company logo within the story content on the Home page and Previous Issues page

SPUDCAST

Spudcast is an e-newsletter emailed to subscribers 18 times per year. Editorial includes audio interviews as well as articles analyzing key issues the potato industry is facing such as a regulatory item, an agronomy issue, or a shift in producer practices. The newsletter is hosted on SpudSmart.com with archived newsletters and links to the interviews featured in each issue.

Advertisers can sponsor this weekly article via banner or block advertising.

SPONSORSHIP INCLUDES:

- Linked company ads on each edition
- Sponsors receive unlimited complimentary subscriptions to the newsletter, which can be used for staff, retailers, or other key customers as a knowledge offering.



STORY OF THE WEEK

*Coming Soon!

Story of the Week is a weekly featured article sent via e-marketing to our spudcast online distribution list of 3,000+ seed industry professionals. It includes a small paragraph of a story from the current issue of *Spud Smart*. Readers must click-through to the full article in the online version to read the remainder of the story.

SPONSORSHIP INCLUDES:

- Linked company logo on each *Story of the Week* blast
- Up to two additional advertising positions on each *Story of the Week* blast
- Sponsors receive unlimited copies of each story for personal distribution



lead generation-continued

CUSTOMIZED SOLUTIONS

Direct mail

Take advantage of targeted direct mail to the *Spud Smart* distribution list. We recommend performing a direct mail drop in between magazine months to create consistency and lift response rates.

Some options:

- Sales Letter Mailing
- Post Card Mailing

Inserts and Outserts

Partner with *Spud Smart* to reach our highly targeted circulation list and distribute your marketing message by accompanying the print copy of the magazine with a customized insert or outsert.

*Values are dependent on the following factors:

- Colour
- Size
- Range of distribution (all or part of the distribution list)
- Paper stock
- Text weight
- Other factors

ASK US ABOUT

Customized Printing

- Belly bands
- Gatefolds
- Tip-on covers
- Targeted print runs
- Bulk subscriptions

REPEATING A GOOD AD PAYS OFF

by Carrie Brennan, Readex Research
Published in *Agri-Marketing* magazine,
March 2011

“...repeated ads can continue to build awareness with each placement. Not only does incremental exposure to the ad reinforce the company's name, repetition of the specific message further cements the selling proposition in readers' minds.

And don't forget, not every reader sees every ad in every issue, so with each placement you are always capturing someone new.”

[VIEW THE FULL ARTICLE](#)

Excerpt from the March 2011 issue of
AgriMarketing magazine

contact us

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