



Grain & Feed MANAGER

Helping Managers Lead

08-09 Media Kit

The Industry Leader for Industry Leaders

Readers and Relationship- Pg. 2

**Synergy and Savings With
WebPub Packages- Pg. 7**

**Leverage Interactivity
on the Web- Pg. 6**

THE MESSAGE IS MANAGEMENT

Three primary magazines serve America's grain elevator and livestock feed industry businesses... and have for over thirty years. Grain & Feed Manager is the only one to focus exclusively on serving the top decisionmaker. It was renamed in July 2007 to more accurately reflect the readership served. 'Helping Managers Lead' is the editorial objective.

To remind recipients that this publication is NOT recommended for customer counters, or even staff break-room tabletops, a bright red cover tab alerts 'FOR MANAGERS ONLY'. Granted, those other audiences are interested in how management is going to control employee costs... or improve margins (typical topics found in issues)... but this management information really isn't written to alert them to options of their management!

A uniquely qualified cadre of industry-experienced professionals, leaders, consultants and managers provide articles and insight into the segments of the industry they know best. The group has authored a number of books, newsletters, white papers and can often be found addressing industry meetings, testifying for government agencies, etc. No single industry publication even comes close to being staffed with comparable expertise! You may learn more about them from the brief bios found on page 4.

With the natural changing seasonality of agricultural and the dramatic changes now occurring in the market, itself, it is not practical to pre-plan theme issue content. That is better left to traditional product roundup and standard informational fare. The message is about management for the readers

of *Grain & Feed MANAGER* magazine. Topics from previous issue cover callouts include

Government and Ethanol:
Blessing or Boondoggle?
10 Risk-Avoidance Tips
Control the Acres in YOUR Area
Customers: A Free Sales Force
5 Ways Winter Can Change Your Year
Prepare a Succession Plan
Electronic Marketing Made Easy
Getting Paid for Bad Weather
Are You Leaving Money on the Table?

"YOU HAVE NO IDEA OF THE IMPACT THIS PUBLICATION HAS WITH READERS. WE LOVE THE EDITORIAL FOCUS YOU DESCRIBE AS 'HELPING MANAGERS LEAD.' AND WE KNOW READERS DO, AS WELL, BECAUSE OUR CLIENTS ARE PRIMARILY LARGE ELEVATOR MANAGERS OR GRAIN BROKERS FOR LEADING GRAIN ORGANIZATIONS. WE TALK TO THEM DAILY - LOTS OF THEM. TIME AND AGAIN THERE ARE REFERENCES TO CONTENT IN ISSUES OF G&FM."— COMMUNICATIONS MANAGER AT A MAJOR INDUSTRY MARKETING FIRM

G&FM readers have discovered that each issue contains information created to help them be better at their job, as well as being a leader. What better atmosphere to surround information about your products or service?

Today's market differs dramatically from that of a short time ago. Business and opportunities are dramatically different. Managers' jobs and responsibilities have changed more during the past five years than the previous 50. And *Grain & Feed Manager* magazine has changed more to serve today's managers than any other!

The new name... attractive design... easy to read format... and editorial focus now serve your customers and prospects better than any publication has ever served them in the industry. You are invited to compare the market REACH... READER RELATIONSHIP... and advertising RATES of the three industry publications to determine their true marketing efficiencies in an apples-to-apples comparison. We can help you do that. Chances are you'll be surprised!

SERVING
THE READER
FIRST, BEST
SERVES THE
ADVERTISER

TITLE: 2008-2009 EDITORIAL PLAN

Grain & Feed Manager has developed an unmatched cadre of professionals, consultants, specialists and industry leaders who also happen to be excellent writers and enjoy sharing their experience, insights, training and knowledge. Three have authored five books between them, one edits his professional organization's regional newsletter, one gives 50 presentations per year as a noted speaker on human relations, three publish electronic newsletters. Another is called to testify at government hearings frequently and all regularly are called on for industry presentations about their area of expertise.

This cadre and the seasonal nature of our industry is the reason you won't see "theme" issues of G&FM. In each issue, each expert is providing information that is either timely because of the upcoming season, or timeless management wisdom. In either case, your ad will be packaged with the best content in the industry. Serving the reader first, best serves the advertiser. See page 2 for our editorial schedule and page 4 for full contributor biographies.

AUTHORS

Nancy Ahlrichs: Finding, keeping, motivating and leading the best people

Jeff Brandenburg: Financial issues

Chris Clukey, Managing Editor: Industry trends and events

Rod Johnson: The perils, opportunities and rewards of small business

Stephanie Liska: Word of Mouth Marketing opportunities

Sherry Lorton: Grain merchandising

Glen Ludwig: Industry consultant to grain and feed businesses

Jeff Mollet: Ag business law insights

Floyd Roberts, Publisher: Industry observations

ISSUES AND AUTHORS

Issue	Summer	Fall	Winter	Spring
Mailed	June	Sept.	Dec.	Feb.
Ahlrichs	X	X	X	X
Clukey	X	X	X	X
Johnson	X	X	X	X
Liska	X	X	X	X
Lorton	X	X	X	X
Ludwig	X	X	X	X
Mollet	X	X	X	X
Roberts	X	X	X	X

Writers and Columnists

One experienced magazine editor commented that she had “never seen a small industry magazine garner such a unique and talented group of professionals, consultants and industry leaders to regularly share comments and information with readers.” These writers bring readers the information they need to better do their jobs. We call it ‘Helping Managers Lead’.



CHRIS CLUKEY is the Managing Editor of *G&FM* magazine. He heads his own professional writing business and has

worked in corporate sales and marketing organizations. He has been a feature and news writer for newspapers, non-profit organizations and commercial accounts needing to get their message to customers and the public.



SHERRY LORTON literally wrote the book on grain merchandising, co-authoring *The*

Art of Grain Merchandising and has written numerous books and training materials on merchandising and ag marketing practices. She is the Director of Education and Merchandising Specialist for White Commercial Corporation.



ROD N. JOHNSON coaches business executives, writes about business, and speaks to industry groups about the life of business. Mr.

Johnson’s experience includes a number of high-level management positions including that as a

business analyst, a consultant, and the President of a news information bureau. It is Rod’s intention to challenge, support and appreciate the talents of others, helping them become the best version of themselves.



STEPHANIE LISKA is the President of Beck Ag, the industry’s word of mouth marketing leader, where her

passion is developing people towards exceptional performance. Each quarter she advises *G&FM* readers on techniques for better word of mouth advertising.



NANCY AHLRICHS, SPHR, EOC Strategies, LLC, travels the country giving presentations on finding, keeping and motivating good people

and becoming an Employer of Choice. Nancy has also shared her recruiting and retention strategies and intergenerational management expertise in her books *Competing for Talent*, *Manager of Choice* and *Igniting Gen B & Gen V*.



JEFF MOLLET is a partner in Silver Lake Group Ltd. He co-edits “Illinois Law and Agribusiness.” Active in the Grain and Feed

Association of Illinois and the American Ag Law Association, Jeff provides important insights for managers.



GLEN LUDWIG is founder of Creative Ag Solutions, an Illinois-based ag business consulting organization.

He draws on his wide variety of

experiences and projects working with managers, boards, business owners and industry associations.



JEFF BRANDENBURG, CPA, CFE, chairs the 45-office Clifton Gunderson organization’s agribusiness group

practice and is often asked to speak to industry groups about changing financial regulations and trends. Clifton Gunderson, one of the nation’s largest CPA ag consulting firms, serves a number of grain elevators and feed mill accounts.



FLOYD ROBERTS is Publisher of *Grain & Feed MANAGER* magazine and

one of the most experienced marketers in the industry, starting his career in grain storage marketing. He draws on a unique and complete variety of experiences ranging from product sales, sales and marketing management, corporate advertising and communications, distribution and entrepreneurial operations.

Managers and specialists from insurance, technology and other areas serving the industry are frequently drawn upon to provide *G&FM* readers with timely, practical and thought-provoking management information.



INSERTS/OUTSERTS

Options to insert your piece in the magazine or to have it polybagged separately with the magazine are very attractively priced.

Turnkey pricing is available to produce the insert as part of the magazine or as a separates unit printed with the magazine. Savings are usually significant.

Overrun copies can be produced and shipped to other locations for additional uses.

TERMS

- 15% agency discount calculated after frequency discounts
- Production charges do not earn commissions
- Short rates billed for not fulfilling contract
- Net billing due 30 days from billing date
- Agency discount lost if unpaid within 45 days
- Interest billed @ 1.5% per month (18% APR) from date of original invoice, if unpaid within 30 days.

MECHANICAL

Ads can be provided in the following formats:

- Film – as hard dot negatives .004" dimensionally stable base material and RRED.
- Camera Ready Art
- Digital Files – PC or Mac; PDFs are our preferred format, but we also support QuarkXPress, PageMaker, Illustrator and FreeHand files. Include all fonts used in layout and all images in CMYK format at 300 DPI.

Please include a color laser printout of the ad with your materials no matter which format you choose.

Screen halftones:

Recommend 150 line, will accept 133 line.

B/W SPACE RATES

Ad Size	1 Issue	4X Rate	Savings/issue	Savings/year
Full Page	\$3,275	\$2,620	\$655	\$2,620
2/3 Page	\$2,375	\$1,900	\$475	\$1,900
1/2 Page	\$1,975	\$1,575	\$400	\$1,600
1/3 Page	\$1,325	\$1,050	\$275	\$1,100
1/4 Page	\$1,175	\$945	\$230	\$920
1/6 Page	\$775	\$625	\$150	\$600

COLORS / COVERS

Ad Size	1 Issue	4X Rate	Savings/issue	Savings/year
B + 1c	\$550	\$450	\$100	\$600
B + 2c	\$600	\$500	\$100	\$400
4 color	\$1,050	\$840	\$210	\$840

Advertisers receive a complimentary (\$1,300 value) listing link direct to their own website

Bleed - no premium

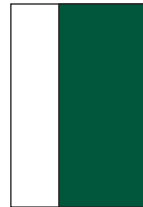
Matched colors – quoted

Inserts – quoted

Guaranteed special ad position +10 percent/issue Inside covers - +10 percent Back cover - +20 percent

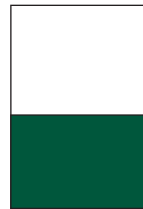
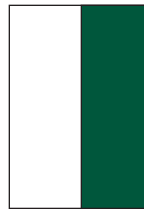
AD MEASUREMENTS

Some of our most popular ad sizes



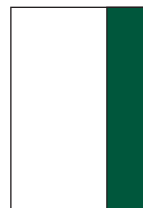
Issue	Width	Depth
Trim Size	8.375"	x 10.875"
Bleed	8.625"	x 11.125"

Full Page	7"	x 10"
2/3 Page	4.25"	x 7.375"



Half Pages		
Island	4.5"	x 7.375"
Horizontal	7"	x 4.875"
Vertical	3.25"	x 10"

One-Third Page		
	7"	x 2.375"
	4.5"	x 4.875"
	3.25"	x 6.5"
	2.125"	x 10"



One-Quarter Page		
	7"	x 2.375"
	4.5"	x 3.625"
	3.333"	x 4.875"
	2.125"	x 7"

CLOSING/MAILING DATES

Issue	Close	Mail
Fall 08	7/26	8/29
Winter 08	10/31	11/28
Spring 09	1/23	2/27
Summer 09	4/24	5/29
Fall 09	7/24	8/28
Winter 09	10/30	12/4
Spring 10	1/23	2/27

One-Sixth Page		
	4.5"	x 2.375"
	3.25"	x 3.25"
	2.125"	x 4.875"

Other Services Available:

Advertising Art & Design
Digitization of Graphics
Separations
Negative Duplication
Corporate Communications

FIBER + CYBER =

LET OUR WEBSITE WORK FOR YOUR WEBSITE!

Marketers learned long ago, that the 'Build it and they will come...' philosophy doesn't work very well in the ag market. It still doesn't! To limit the promotion of your website to minor positions buried on business cards, letterheads and the last line of ads limits exposure in the new medium to those already being contacted. It's like limiting distribution of the new catalog to existing customers and show attendees, where it is personally handed out.

A TERRIFIC INDUSTRY EXAMPLE!

On March 1, 2007, www.grainandfeedmanager.com went on-line. While the address is very specific, it probably is not a very attentive traffic builder for those not in the industry. That's good for industry marketers because visitors are self-qualified and probably have good reason to be there.

On February 29, statistics showed that this little website had generated 4,039 unique visitors... who had visited 103,174 pages...and made 167,370 hits during the first year! However, comparing

G&FM's
WEBSITE
WELCOMES
THOUSANDS
OF UNIQUE,
PRE-
QUALIFIED
VISITORS,
WITH PAGE
VIEWS 3
TIMES THE
WEB AVERAGE.

Jan-Feb results with the site's first 10 months showed how fast this medium is moving. The number of visitors per month increased 52 percent... the average number of pages viewed climbed 58 percent (to almost 18 pages/visit)... and the average number of hits per month climbed 73 percent (to 20,874).

The click-thru rate to linked

web sites is almost 12 times that of the web average.

An even better use of your advertising dollar is our WebPub packages, which will save you money while giving you the synergy of reaching your market on the web and in the magazine.

CONSTANT, QUALIFIED REACH

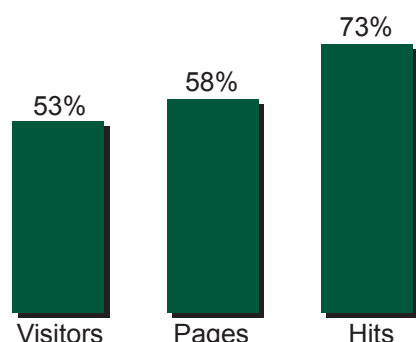
Every good business asks their customers "Where did you hear about our product?" The best answer you can get is "Everywhere!"

We can't put your ad everywhere, but we can put it in front of the decision makers in your target market every time they seek out the latest and best management information. With our WebPub packages you can reach them 24/7/365 on grainandfeedmanager.com and in all four issues of *Grain & Feed Manager*.

Study after study has shown that multi-media messages benefit from the synergies of the combination. We are sure that *Grain & Feed Manager* magazine is benefiting from the broader web exposure... just as www.grainandfeedmanager.com is benefiting from its exposure in the magazine. You can do the same... at little additional investment.

SYNERGY + SAVINGS

Increase in Web Activity



What better way is there to build top of mind awareness than multiple impressions across multiple platforms? When they read a print article on relating to Gen X employees, there you are. When they visit our online presence, there you are, 24/7/365. Moreover, you can have this synergy while saving

hundreds or thousands off the usual rates.

With unmatched magazine content and click-through rates almost 12 times the national average the combination of *Grain & Feed Manager* and grainandfeedmanager.com is **the** way to build an effective campaign and engage top decision makers.

The web element includes a vertical banner ad, linked to YOUR website during the tenure of your magazine ads. Your advertising listing, in the magazine, is also linked to your site. This has a \$1,300 value/quarter, alone.

REACH
YOUR BEST
PROSPECTS
24/7/365
ON THE WEB
AND IN ALL
4 SEASONAL
ISSUES
OF THE
MAGAZINE
WITH AN
INVESTMENT
EQUAL TO
ABOUT HALF
THE REAL
VALUE!

The screenshot shows the Grain & Feed Manager website. The header features the logo and navigation links: Home, Contact Us, Our Writers, Media Kit, Advertisers, White Papers, and Archives. A left sidebar contains a 'Main Menu' with links to Home, Issue Archive, Managers Forum, Help Wanted, Used Equipment, and Product Directory. The main content area includes a 'Grain and Feed Manager' banner for Hansen Agri-PLACEMENT, a 'Hot Forum Topics' section with headlines like 'Railways overcharging for grain shipments' and 'Wheat futures soar after Kazakhstan moves to restrict grain', and a 'Managers Forum' section. A right sidebar features an advertisement for EAI (Easy Automation, Inc.) with the text 'From the smallest farm to the largest commercial feed mill...the only totally integrated solution from one supplier.' and the tagline 'excellence in'.

Grain & Feed MANAGER magazine

www.grainandfeedmanager.com

SAVE UP TO 50% WITH WEBPUB PACKAGES

THE OPPORTUNITY

Using multi-media channels to deliver your messages to the market can create new synergies for your efforts. And, chances are good that you can actually end up getting more bang for your buck! To encourage you to give it a try, the industry's most editorially focused (Helping Managers Lead) magazine and the new industry portal to the website (also designed to be the most interactive) have combined efforts and discounts!

We call them WebPub packages.

THE PACKAGE

There are three different packages offered

(A) Full page, 4 color ad and a 24/7/365 web ad.

(B) Half page, 4 color ad and a 24/7/365 web ad.

(C) Quarter page, 4 color ad and a 24/7/365 web ad.

Deduct \$700 from the package price if using a B/W ad, \$325 if using a (B + 1) ad.

SPECIAL PRICING

Special pricing/quarter

(A) (full P, 4C)

VALUE	1Q	2Q	3 Q	4Q
\$5,675	\$4,375	\$4,150	\$3,950	\$3,500

Save up to \$9417 with a 4-issue, 12 month plan!

(B) (.5P, 4C)

VALUE	1Q	2Q	3 Q	4Q
\$4,375	\$2,940	\$2,790	\$2,650	\$2,350

Save up to \$7933 with a 4-issue, 12-month plan!

(C) (.25P, 4C)

VALUE	1Q	2Q	3 Q	4Q
\$3,575	\$2,250	\$2,140	\$2,030	\$1,800

Save up to \$6960 with a 4-issue, 12 month plan!

Note: pricing terms @net 30-day pay to retain the 15% in-house agency discount.