



2014 MEDIA PLANNER



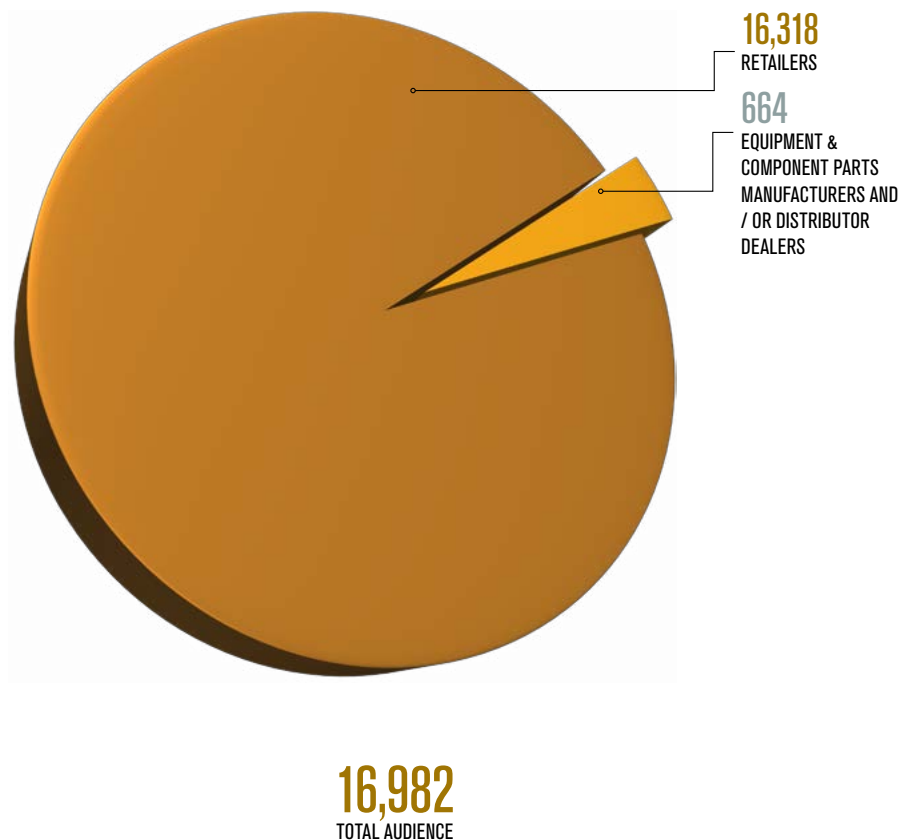
A MEISTER MEDIA WORLDWIDE Brand

www.croplife.com



COMMUNICATION & INFORMATION CENTER FOR SPECIALIZED AGRICULTURE WORLDWIDE

Audience Profile



A MESSAGE FROM THE PUBLISHER

Al Strohmaier

GROUP PUBLISHER,
CROPLIFE MEDIA GROUP



**CropLife & CropLife Iron:
“Trusted Advisors’ Trusted Advisor”**

Growing up on a farm I regularly saw my dad heed his retailer’s recommendations. Working my way through college hauling fertilizer and crop protection chemicals I saw farmers of all shapes and sizes take my boss’ advice. Never heard the term “Trusted Advisor” until many years later, but it’s the perfect retailer description. Year in and out, ag retailers earn this tag with yield-enhancing recommendations and services, and have kept this designation by evolving and adapting to new technologies and offerings. CropLife and CropLife Iron play a huge role in this changing arena.

CropLife, CropLife Iron, CropLife eNews, and CropLife.com are 100% focused on retailers facing a changing grower landscape. The best and most industry-involved editorial team keeps CropLife #1 in editorial pages, and smart marketers keep the brand #1 in ad pages as well—a performance repeated for over a quarter century.

In closing, the entire CropLife Media Group thanks you for past business and continues offering media solutions to match your changing needs.

Al Strohmaier
Group Publisher
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	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
THEME	Self-Propelled Sprayers	Tenders and Trailers	Nozzles and Valves	Summer Show Preview	New Product Showcase	Fertilizer Blenders
SECONDARY FEATURE	NH3 Applicators	Spreaders	Front-End Loaders	Guidance Systems	ATVs	Rate Controllers
SPECIAL FEATURES	IN EVERY ISSUE...					
	<p>New Products — featuring information and pictures of the latest products for ag retailers.</p> <p>Classic IRON — a look back at some old-time ag equipment that still is working hard in the field.</p> <p>Ignition — photos from a CropLife IRON visit. Plus the popular IRON Works cartoon.</p>					
IRON INSIDER	Forklifts; Cab Comfort	Organic Production	Tires; Small Sprayers	Fluid Fertilizer Systems IRON Road Trip/On The Scene Report	Product of the Year: Voting Opens	Gauges and Meters
EVENTS	Bonus Distribution and On-Location Reporting: Illinois Fertilizer & Ag-Chem Show	Bonus Distribution and On-Location Reporting: Commodity Classic	Topical Enewsletters Focusing On MAGIE Products	Topical Enewsletters Focusing On MAGIE Products Bonus Distribution and On-Location Reporting: MAGIE	Webinar: Post-MAGIE Product Discussion	Bonus Distribution and On-Location Reporting: Ag Retailers Association Annual Meeting
ONLINE	Predictions for Ag Retail Equipment Trends For 2014 Specs At A Glance: Sprayers	Online Reports From National Farm Machinery Show Specs At A Glance: Spreaders, Tenders	Spray Drift And Nozzle Technology Updates Report Specs At A Glance: Nozzles	Video: Products to Watch for at Summer Shows Summer Equipment Show Preview	Online Reports from Farm Progress Show Video: Products of the Year Nominees	Preview of the Winter Equipment Shows Specs At A Glance: Blenders
AD SALES CLOSE	12/17/13	2/18/14	4/21/14	6/18/14	8/19/14	10/21/14
AD MATERIAL DUE	12/27/13	2/26/14	4/29/14	6/26/14	8/27/14	10/29/14

PRINT ADVERTISING RATES

BLACK & WHITE NATIONAL RATES

Frequency Discounts	1x	6x
Full Page	4560	4290
2/3 Page	3265	3070
Junior Page	2895	2710
1/2 Page Horizontal	2535	2390
1/3 Page	1550	1460
1/4 Page	1155	1095
1/6 Page	835	790

PREFERRED COVER POSITIONS

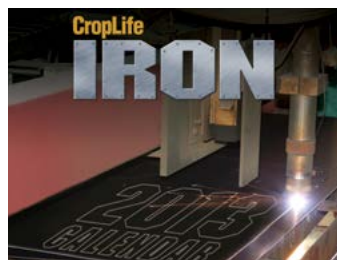
Cover 2 (4/c)	+10%
Cover 3 (4/c)	+10%
Cover 4 (4/c)	+15%

Other Preferred Positions: 10% of gross rate (space, plus color, plus bleed). Ads requiring the same page position on two or more consecutive pages will be charged an additional 10% of gross rate.

CROPLIFE IRON CALENDAR

CropLife IRON Calendar, mailed free to all readers with the November/December issue. The CropLife IRON Calendar gives two marketers 60 days of ad exposure to their most important audience - the retailer offering application services to farmers. 12 spots are available.

Only \$2750/month!



COLOR CHARGES per page or fraction

2-Color Standard	770
2-Color Matched	930
4-Color	1500

DIGITAL ADVERTISING RATES

eNEWSLETTER RATES

Crop Life eNews*

Medium Rectangle	650
Leaderboard	600
Logo-Text	575
Horizontal Banner	575

*Rates are for 1 eNewsletter placements.

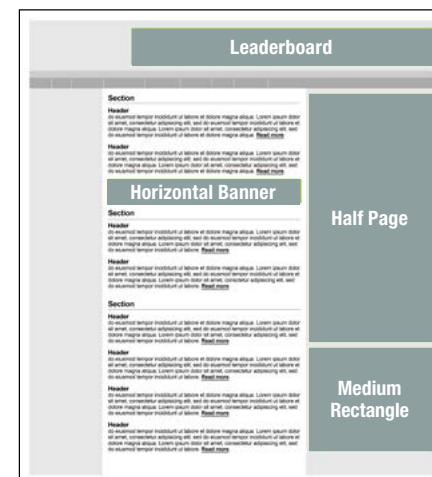
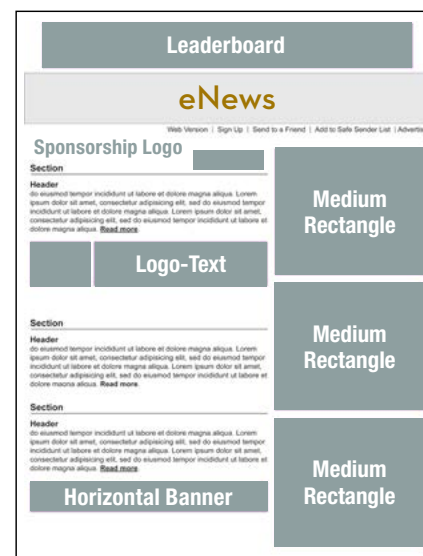
WEBSITE RATES

CropLife.com*

Run Of Site	
Half Page	3240
Medium Rectangle	2280
Leaderboard	2170
Horizontal Banner	1540

*Rates are effective January 1, 2014.

All prices are net and are for one month unless noted. Please note that rates are subject to possible change and may go into effect at any time. This would only affect ads booked after the date of implementation.



AD UPLOAD

To submit your advertising material electronically, click here or go to:
meistermedia.com/advertise/ad-upload

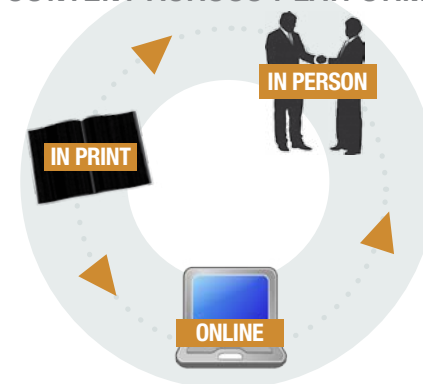
Our Editorial Mission

Cut to the center of any agricultural retail and custom application operation and you'll find *CropLife IRON*, whether it's in the field (sprayers, spreaders, tenders, trucks, and trailers) or at the plant (front end loaders and skid steers, fertilizer blenders, mixers and conveyors). *CropLife IRON*, "Product News for ag retailers," provides in-depth coverage of agricultural heavy equipment in an oversized tabloid format.

Our Customer Engagement Principles

CropLife IRON's number one priority is to help you grow your business. Through our multimedia platforms, such as magazines, websites, eNewsletters, in-person events, awards programs, and more, we can help you deliver your message **more** frequently and **more** consistently than any other ag media outlet. Contact us today to see how *CropLife IRON* can put you in front of your buyers.

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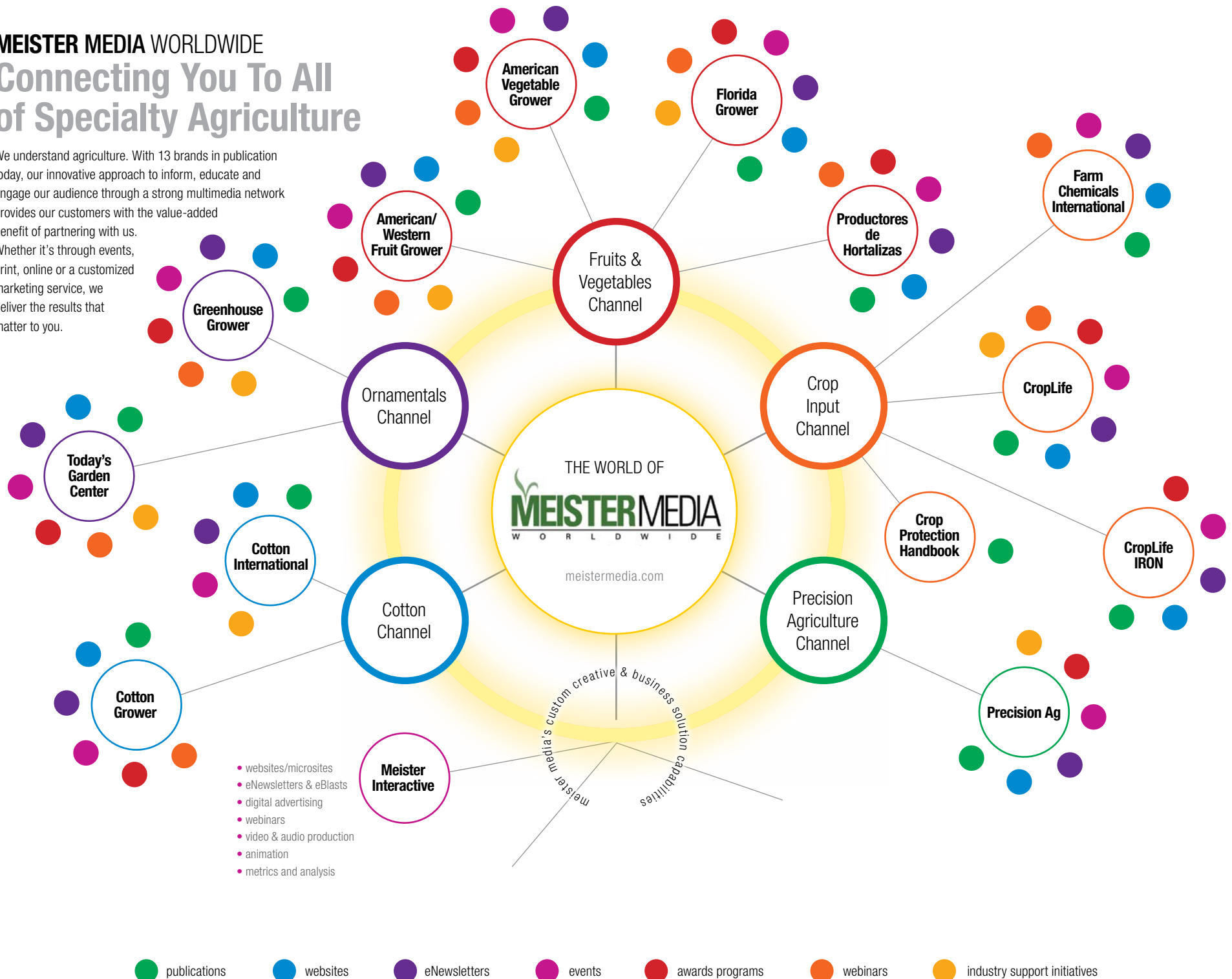
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MEISTER MEDIA WORLDWIDE

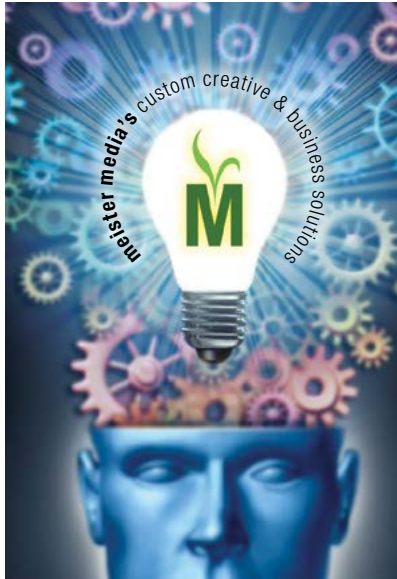
Connecting You To All of Specialty Agriculture

We understand agriculture. With 13 brands in publication today, our innovative approach to inform, educate and engage our audience through a strong multimedia network provides our customers with the value-added benefit of partnering with us. Whether it's through events, print, online or a customized marketing service, we deliver the results that matter to you.



Meister Custom Media

c u s t o m c r e a t i v e a n d b u s i n e s s s o l u t i o n c a p a b i l i t i e s



custom creative

Our dedicated Custom Projects team coordinates all the talent that Meister Media has to offer. The Creative Services Team is expert at logo design and branding, custom publications, brochures, posters and catalogs, while our Events Team develops seminars, trade shows, conferences and custom events around the globe. We also offer custom content development and writing capabilities. Experience + Creativity = WOW!



meister interactive

Meister Interactive, a division of Meister Media, offers custom digital marketing services from concept to turnkey solutions — from strategic thinking, to content creation and design, to custom web and eMail development, video production and analytics. The scale is up to you; our services are vast and fully customizable. Go to MeisterInteractive.com for more.



meister direct

Meister Direct maximizes your marketing efforts through an integrated approach that utilizes direct mail and online marketing working in tandem. Services include targeted direct mail, audience demographics, ride-along distribution, mail list rental, database management, eDirects, lead generation, surveys and brand studies. We deliver results!



studio m

Studio M, a video and audio production facility that opened in 2009, is equipped with high-definition video and audio equipment, greenscreen capability, industry-leading editing and motion graphics software. We also offer scripting and storyboarding. Video today is affordable and highly effective at motivating buyers. Let us put your business center-stage!



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