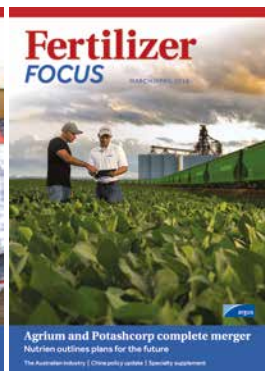
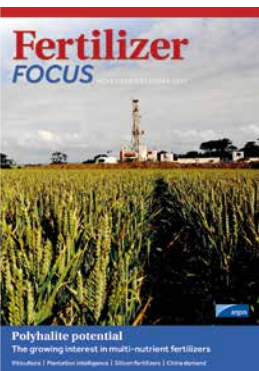


Fertilizer FOCUS

Information for advertisers 2019



Published by





Your route to the desk of global decision makers

Fertilizer Focus is the highest quality magazine for the global fertilizer industry. With unique editorial expertise and circulation reaching the senior executives of the world's biggest fertilizer companies, it offers you advertising solutions which take your message to industry leaders.

EDITORIAL CONTENT

Drawing on Argus's unrivalled expertise and wealth of contacts from our market reporting, consulting and conferences, the editorial content in Fertilizer Focus covers the issues which are top-of-mind for senior executives in the industry. As an advertiser, your message reaches decision makers throughout the world and positions you as a thought-leader on the cutting edge topics which will define the future of the industry.

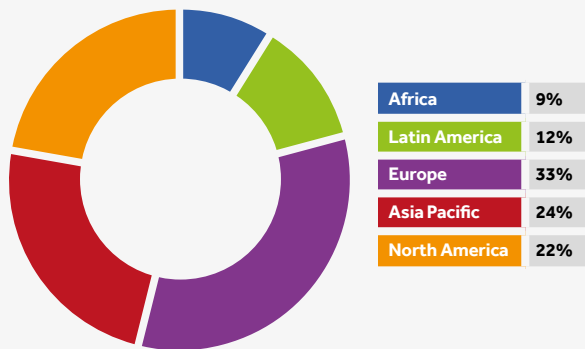
The magazine features a unique blend of news, features, interviews and analysis of all aspects of the fertilizer industry, including:

- New product developments – fertilizer blends, enhanced efficiency ingredients, micronutrients, liquid fertilizers
- Fertilizer production technology across all products
- Port logistics and shipping
- Company strategy, industry developments and emerging markets
- Agronomic analysis and changes in agricultural practice impacting fertilizers

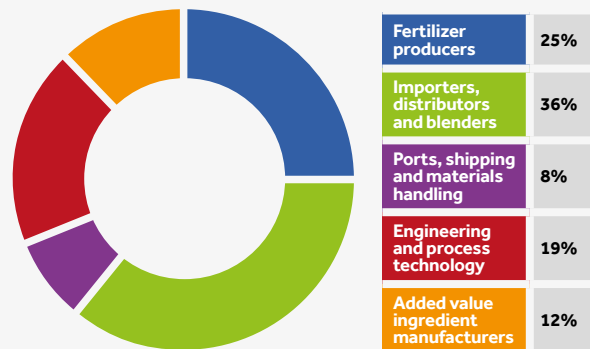
READERSHIP

Published six times a year, the magazine is read by subscribers in over 90 countries and is distributed at major industry conferences all over the world. Every one of the thousands of delegate at Argus's global conferences receives a copy of Fertilizer Focus as they arrive at the event.

GEOGRAPHICAL REACH



INDUSTRY SEGMENTS



Fertilizer Focus is distributed at the following industry events:

- Fertilizer Latino Americano (FLA), Mexico
- AFA Annual Fertilizer Forum & Exhibition, Egypt
- TFI Annual Meeting, USA
- Argus Africa Fertilizer, Morocco
- Fertasa Annual Congress, South Africa
- Argus Asia Fertilizer, China
- West Africa Fertilizer – Togo
- Middle East Fertilizers – Oman
- Added Value Fertilizers Europe – Spain
- Added Value Fertilizers Africa – Kenya
- Argus Added Value Fertilizers, USA
- IFA Annual Conference, Germany
- Argus East Europe Fertilizer, Austria
- Argus NPK Fertilizers, Vietnam
- Southwest Fertilizer, USA
- TFI World Fertilizer, USA
- Argus Europe Fertilizer
- IFA Crossroads
- FAI Annual Seminar, India

ABOUT THE PUBLISHER

Argus is the world leader in coverage of international fertilizer markets, through its weekly price reports, global portfolio of conferences, market studies and project consulting. It has fertilizer market experts based in the UK, USA, Brazil, Russia, Singapore and China, which enables it to offer services with unrivalled breadth, depth and quality.

Get in touch to discuss your advertising options

If you want to talk through your requirements, your advertising options and prices, give us a call or drop us a line.

Contact Fern Millican on **+44 (0)20 7199 4802** or **fern.millican@argusmedia.com**.



EDITORIAL SCHEDULE 2019

January/February issue

GOES TO FOLLOWING CONFERENCES:

AFA Annual Fertilizer Forum and Exhibition – Cairo
TFI Annual Meeting – Orlando
Added Value Fertilizers Europe – Spain

MAIN TOPICS

- Overview: Global fertilizer supply and demand update
- The impact of US sanctions
- Growth prospects for water soluble fertilizers

SUPPLEMENT: INFRASTRUCTURE AND LOGISTICS FOCUS

- The management of fertilizers through Brazilian ports
- Transport logistics in Mexico
- Handling and storage of specialty fertilizer products
- Investment in infrastructure in Africa

March/April issue

GOES TO FOLLOWING CONFERENCES:

Africa – Marrakech
Middle East Fertilizers – Oman
Asia – Shanghai
Fertasa Annual Congress – Cape Town
West Africa Fertilizer – Togo

MAIN TOPICS

- Utilisation of micronutrients in Africa
- China: Fertilizer strategies and policies
- Distribution and consumption trends in West Africa

SUPPLEMENT: MIDDLE-EAST FOCUS

- Hydroponic fertilizers in Abu Dhabi
- Regional development of sulphur products
- Technical advances in agriculture
- Process technology in the Middle-East
- Key export markets for Middle-East producers

May/June issue

GOES TO FOLLOWING CONFERENCES:

East Europe – Vienna
Argus Added Value Fertilizers – USA
NPK Asia – Vietnam
IFA Annual Conference – Canada

MAIN TOPICS

- Agricultural profile and consumption trends in Poland
- Canada: production hubs and trade flows
- Inland waterway transportation of Fertilizers in East Europe

SUPPLEMENT: ADDED VALUE FERTILIZER FOCUS

- Precision agriculture: A comparison of smart fertilizer applications
- Biostimulants – global market outlook
- The role of added value fertilizers in driving sustainability

July/August issue

GOES TO FOLLOWING CONFERENCES:

Southwestern Fertilizer Conference – Texas

MAIN TOPICS

- Organic fertilizers
- Reducing waste from fertilizer production
- Investor view of the market: Acquisitions and consolidation

SUPPLEMENT: AMERICAS FOCUS

- Transportation in the US
- Consumption trends in Central America
- Innovation in fertilizer applications for corn in the US

September/October issue

GOES TO FOLLOWING CONFERENCES:

TFI World Fertilizer – Chicago
AGRF
Added Value Fertilizers Africa – Kenya

MAIN TOPICS

- New technologies for storage/transport
- The role of fertilizers in sustainable food production: A retailer's perspective
- Controlled release fertilizer: Assessing the options

SUPPLEMENT: AFRICA FOCUS

- Africa Fertilizer Financing Mechanism (AFFM)
- Solving "last mile" challenges in fertilizer distribution in Africa
- The growth prospects for specialty fertilizers in East Africa
- Transforming agriculture in Africa with technology
- The evolving role of the agro-dealer in Africa

November/December issue

GOES TO FOLLOWING CONFERENCES:

Europe Fertilizers
IFA Crossroads
IFA Strategic Forum – Lisbon
FAI Annual Seminar – India

MAIN TOPICS

- Fertilizers for high value crops
- Consumption trends in Scandinavia
- India: Direct Beneficiary Transfer (DBT) update
- Trends in agricultural production in India

SUPPLEMENT: EUROPE FOCUS

- Risk management
- Biostimulants EU policy update
- The impact of BREXIT



EDITORIAL & ADVERTISING SCHEDULE 2019

Fertilizer Focus edition	Editorial and advertising due date	Fertilizer Focus edition	Editorial and advertising due date
JANUARY/FEBRUARY	3 December	JULY/AUGUST	12 June
MARCH/APRIL	1 February	SEPTEMBER/OCTOBER	15 August
MAY/JUNE	5 April	NOVEMBER/DECEMBER	1 October

ADVERTISEMENT SPECIFICATIONS 2019

SIZE & POSITION

Once you have booked your advertisement please ensure you supply the artwork at the correct size, as below. Please note:

'Trim size' is the actual size that the advertisement will appear in the publication.

'Bleed size' is the size your advertisement needs to be supplied to us including the required 3mm bleed (if full page).

'Type area' is the suggested area that any text or important information should sit within to ensure details have some clear space around them for clarity.

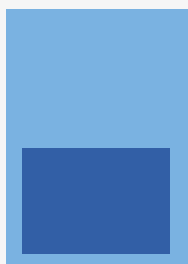


FULL PAGE

Trim size:
297mm(h) x 210mm(w)

Bleed size:
303mm(h) x 216mm(w)

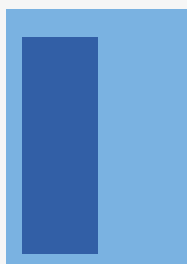
Type area:
275mm(h) x 185mm(w)



HALF PAGE (Horizontal)

Trim size:
128mm(h) x 180mm(w)

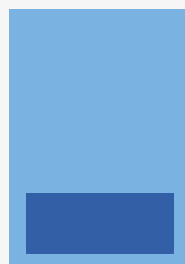
Type area:
118mm(h) x 170mm(w)



HALF PAGE (Vertical)

Trim size:
250mm(h) x 86mm(w)

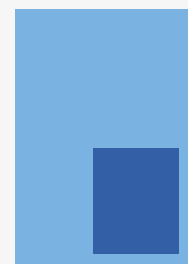
Type area:
240mm(h) x 76mm(w)



THIRD PAGE (Horizontal)

Trim size:
62mm(h) x 180mm(w)

Type area:
54mm(h) x 172mm(w)



THIRD PAGE (Vertical)

Trim size:
122mm(h) x 112mm(w)

Type area:
114mm(h) x 104mm(w)

Please note: Bleed is not required for Half Page and Third Page advertisements as these formats sit within the page, however we do recommend your advertisement includes a keyline/border if it has a white background.

ADVERTISING RATES 2019

For details of current advertising rates or to discuss your requirements please contact Fern Millican on **+44 (0)20 7199 4802** or fern.millican@argusmedia.com

TECHNICAL SPECIFICATION

Please ensure your advertisement is produced professionally, and in accordance with the following criteria:

- All artwork should be CMYK colour (No Pantone/Spot colours)
- All fonts should be embedded or outlined
- All images within the artwork must be at least 300dpi resolution and in CMYK colour
- For Full Page adverts please include 3mm bleed and crop marks

FILE FORMAT & SUPPLY

Our preferred file type is a high resolution PDF to the the following specification when exported from Adobe InDesign:

- Adobe PDF Preset: PDF/X-4:2008
- Colour Profile: Coated FOGRA39 (ISO 12647-2:2004)

The above will ensure your advertisement appears in the best possible quality, however if you are unable to supply as a PDF we will accept a 300dpi JPEG or TIFF file in CMYK colour format.

Your files can be emailed to fern.millican@argusmedia.com. If you are having problems supplying your file please contact us for advice.

If you have a query regarding these specifications, please give us a call or drop us a line.

Contact Fern Millican on **+44 (0)20 7199 4802** or fern.millican@argusmedia.com.