Global coverage of the fertilizer manufacturing industry

- Regular regional reports, sector overviews and analysis.
- In depth technical articles focusing on all aspects of the fertilizer manufacturing sector.
- Quality keynote articles on the fertilizer industry and from key industry commentators.

OUTSIDE FRONT COVER PACKAGE

1. Cover picture and logo
2. Front cover description on contents page
3. Full page advertisement within issue
4. Cover feature / technical article

ALL FOR ONLY €7085 / US$8720
GEOGRAPHICAL READERSHIP INFORMATION

TARGETED GLOBAL READERSHIP

- Plant Managers
- Technical Directors
- Technical Managers
- Maintenance Managers
- Plant Superintendents
- Equipment Suppliers
- CEOs
- Head Offices
- Business Managers
- Environmental Specialists
- Licensing Companies
- Project Engineers
- Heads of R&D
- Procurement Managers
- Health & Safety Managers
- Chemical Engineers
- Supply Managers
- Consultants/Contractors

AVERAGE CIRCULATION PER ISSUE

7753


TOTAL WORLDWIDE READERSHIP

31 012

THIS IS THE NUMBER OF KEY GLOBAL DECISION MAKERS READING EACH ISSUE OF WORLD FERTILIZER MAGAZINE.
(BASED ON A MODEST PASS ON RATE OF FOUR PER ISSUE)

World Fertilizer is a member of ABC (Audit Bureau of Circulations). A copy of our full audit certificate is available on our website.
JANUARY/FEBRUARY
Ad Deadline: 21st January

Regional report: Europe
Keynote: Clean air
- Reformer technology
- Heat exchangers
- Catalysts
- Asset integrity
- Melamine technology
- Materials handling and loading systems

Events: Nitrogen + Syngas Conference 2020,
Laurance Reid Gas Conditioning Conference

MARCH
Ad Deadline: 11th February

Regional report: Africa
Keynote: Phosphate outlook
- Phosphate processing
- High temperature hydrogen attack (HTHA)
- Water treatment
- Additives
- Compressors
- Granulation, prilling and compaction

Events: Phosphates Conference 2020,
Syngas Conference 2020

APRIL
Ad Deadline: 20th March

Regional report: Latin America
Keynote: Potash mining
- Ammonia solutions
- Plant integrity
- Fans
- Mist elimination
- Sulfuric acid processing
- Bagging and blending technology

Events: Sulphur World Symposium

MAY/JUNE
Ad Deadline: 12th May

Country report: North America
Keynote: Materials handling
- Phosphates
- Heating and cooling solutions
- Pumps and valves
- Corrosion control
- Vibrating screens
- Granulation and prilling

Events: Annual International Phosphate Fertilizer & Sulfuric Acid Technology Conference

FOR MORE INFORMATION ON EDITORIAL OPPORTUNITIES IN
WORLD FERTILIZER
PLEASE CONTACT THE EDITOR:
EDITORIAL SCHEDULE

OCTOBER
Ad Deadline: 7th September

Country report: China
Keynote: Ammonium outlook
- Small scale plants
- Sulfur technology & handling
- Asset reliability
- Turbomachinery
- HTHA
- Process water treatment
- Potash and mineral processing
- Additives

Events: Sulfur Conference

SEPTEMBER
Ad Deadline: 7th August

Country report: India
Keynote: Environmental compliance
- Improving reformer performance
- Separation solutions
- Gas treating
- Heat exchangers
- Nitric acid/ammonium nitrates
- Process safety
- Pumps and valves
- Granulation, compaction & prilling

Events: AiChE Ammonia Conference, AN-NA Conference

JULY/AUGUST
Ad Deadline: 3rd July

Regional report: MENA region
Keynote: Nitrogen market
- Plant design, engineering and construction
- Turbomachinery
- Additives and coatings
- Dust control and loading
- Process water

Events: Turbomachinery & Pump Symposia, GPCA 2020

OCTOBER
Ad Deadline: 22nd September

Country report: Russia
Keynote: Sulfur
- Sulfuric acid technology
- Catalysts
- High temperature hydrogen attack (HTHA)
- Additives
- Plant maintenance and reliability
- Prilling and granulation

Events: Sulphur 2020 + Sulphuric Acid

NOVEMBER/DECEMBER
Ad Deadline: 23rd November

Regional report: Far East
Keynote: Global review/outlook
- Phosphate processing
- Compressors
- Heat exchangers
- Water management
- Corrosion prevention
- Blending, handling and storage

Events: Value Added Fertilizer Summit Asia

SEPTEMBER
Ad Deadline: 2nd November

Regional report: Asia
Keynote: Fertilizer outlook 2019
- Ammonia solutions
- Catalysts
- Heat recovery systems
- Insulation technology
- Phosphate processing
- Training/plant simulation
- Special metals & alloys
- Blending, handling & storage

Events: Value Added Fertilizer Summit Asia 2020

NOVEMBER/DECEMBER
Ad Deadline: 23rd November

Regional report: Far East
Keynote: Global review/outlook
- Phosphate processing
- Compressors
- Heat exchangers
- Water management
- Corrosion prevention
- Blending, handling and storage

Events: Value Added Fertilizer Summit Asia

JULY/AUGUST
Ad Deadline: 23rd July

Regional report: MENA region
Keynote: Nitrogen market
- Plant design, engineering and construction
- Turbomachinery
- Additives and coatings
- Precious metal recovery
- Dust control and loading
- Process water

Events: Turbomachinery & Pump Symposia, GPCA 2020

SEPTEMBER
Ad Deadline: 13th August

Regional report: Asia
Keynote: Plant safety
- Ammonia and urea
- Nitric acid/ammonium nitrates
- Mist elimination
- Heat transfer
- Process analysers/emissions monitoring
- Conveying and handling

Events: AiChe Ammonia Conference 2020, AN-NA Conference 2020
**ADVERTISE OUR SALES TEAM**

**TO ADVERTISE HERE CONTACT OUR SALES TEAM**

**PREMIUM POSITIONS**

<table>
<thead>
<tr>
<th>ISLAND</th>
<th>THIRD</th>
<th>QUARTER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ADVERTISE TERMS AND CONDITIONS**

**Agency commission**
UK: 10% Overseas: 15%

**Contract/advertisement acceptance provision**
Advertisers and advertising agencies assume full liability for all content of advertisements printed and assume full responsibility for any claims arising thereof from the Publisher. The Publisher reserves the right to reject any advertisement that does not conform to the publication’s standards. If no acceptable new copy is supplied, the Publisher will repeat the most recent advertisement for the allocated space. The Publisher cannot be held responsible for the quality of reproduction when materials received do not comply with the specifications, or when materials are received beyond the closing date. Advertisers MUST provide a printed colour proof/chromalin otherwise the Publisher will be unable to provide an exact colour match. Special colours will be charged at £250 each. If advertisement material is supplied in any formats other than those specified, an additional production charge may be applied.

**Special positions**
Special positions are not guaranteed unless previously negotiated with the Publisher.

**If you are unsure about PDF formats, or require any help or information, please contact us directly:**

**T:** +44 (0)1252 718999 **E:** production@worldfertilizer.com

**PDF file: Our preferred format**
We accept the following PDF standard formats:
- PDF-x/1a-2001/2003.
- PDFs generated using Press Settings.
- Pas4Press (www.pas4press.com).
- Ghent PDF Workgroup (www.gwg.org).

In addition, please note the following:
- PDFs should be compatible with Acrobat 4.0 or higher.
- PDFs generated using Press Settings.
- PDF-x/1a-2001/2003.
- We accept the following PDF standard formats:
  - PDF /file: Our preferred format
  - Adobe InDesign files must be accompanied by all graphics saved in CMYK at a minimum of 300 dpi as Adobe Illustrator or lower.
  - All fonts must be embedded. Alternatively, the EPS file must be accompanied by all fonts (in Macintosh format).

**Adobe Photoshop document**
All files must be saved in CMYK at a minimum of 300 dpi as Photoshop CC or lower. If you are sending a layered Photoshop (PSD) file, all fonts should also be sent (in Macintosh format).

**Adobe Illustrator document**
All files must be saved in CMYK at a minimum of 300 dpi as Illustrator CC or lower. All fonts must be embedded.

Any material supplied using alternative formats will have to be rest in our own software, and therefore may entail some minor differences in layout. An additional production charge may also be applied.

We operate a preflight system prior to printing to check that all advertisement material complies with the above specifications. Any advertisement that does not comply with these specifications may need to be resupplied.

**ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Position</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opposite Editorial Comment</td>
<td>€3640, US$4480</td>
</tr>
<tr>
<td>Facing World News</td>
<td>€3640, US$4480</td>
</tr>
<tr>
<td>First Right Hand Page</td>
<td>€3640, US$4480</td>
</tr>
<tr>
<td>Second Right Hand Page</td>
<td>€3640, US$4480</td>
</tr>
<tr>
<td>Third Right Hand Page</td>
<td>€3640, US$4480</td>
</tr>
<tr>
<td>Fourth Right Hand Page</td>
<td>€3640, US$4480</td>
</tr>
<tr>
<td>Fifth Right Hand Page</td>
<td>€3640, US$4480</td>
</tr>
</tbody>
</table>

**TERMS AND CONDITIONSPREMIUM POSITIONS**

**ADVERTISEMENT**

**Agency commission**
UK: 10% Overseas: 15%

**Contract/advertisement acceptance provision**
Advertisers and advertising agencies assume full liability for all content of advertisements printed and assume full responsibility for any claims arising thereof from the Publisher. The Publisher reserves the right to reject any advertisement that does not conform to the publication’s standards. If no acceptable new copy is supplied, the Publisher will repeat the most recent advertisement for the allocated space. The Publisher cannot be held responsible for the quality of reproduction when materials received do not comply with the specifications, or when materials are received beyond the closing date. Advertisers MUST provide a printed colour proof/chromalin otherwise the Publisher will be unable to provide an exact colour match. Special colours will be charged at £250 each. If advertisement material is supplied in any formats other than those specified, an additional production charge may be applied.

**Special positions**
Special positions are not guaranteed unless previously negotiated with the Publisher.

**If you are unsure about PDF formats, or require any help or information, please contact us directly:**

**T:** +44 (0)1252 718999 **E:** production@worldfertilizer.com

**PDF file: Our preferred format**
We accept the following PDF standard formats:
- PDF-x/1a-2001/2003.
- PDFs generated using Press Settings.
- Pas4Press (www.pas4press.com).
- Ghent PDF Workgroup (www.gwg.org).

In addition, please note the following:
- PDFs should be compatible with Acrobat 4.0 or higher.
- PDFs generated using Press Settings.
- PDF-x/1a-2001/2003.
- We accept the following PDF standard formats:
  - PDF /file: Our preferred format
  - Adobe InDesign files must be accompanied by all graphics saved in CMYK at a minimum of 300 dpi as Illustrator CC or lower.
  - All fonts must be embedded. Alternatively, the EPS file must be accompanied by all fonts (in Macintosh format).

**Adobe Photoshop document**
All files must be saved in CMYK at a minimum of 300 dpi as Photoshop CC or lower. If you are sending a layered Photoshop (PSD) file, all fonts should also be sent (in Macintosh format).

**Adobe Illustrator document**
All files must be saved in CMYK at a minimum of 300 dpi as Illustrator CC or lower. All fonts must be embedded.

Any material supplied using alternative formats will have to be rest in our own software, and therefore may entail some minor differences in layout. An additional production charge may also be applied.

We operate a preflight system prior to printing to check that all advertisement material complies with the above specifications. Any advertisement that does not comply with these specifications may need to be resupplied.
Exclusive Webinar Package

Reach a wider audience for your next product demo, technology innovation, training course or interview.

€6500 / US$8000

EXCLUSIVE WEBINAR BENEFITS INCLUDE:

<table>
<thead>
<tr>
<th>Pre-webinar</th>
<th>During the webinar</th>
<th>Post-webinar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invitation sent to our mailing list</td>
<td>30 - 45 minute presentation</td>
<td>A copy of all leads generated, including contact details</td>
</tr>
<tr>
<td>Promotion across our website and social media platforms</td>
<td>Q&amp;A moderated by World Fertilizer team</td>
<td>A full report including attendance stats, viewing durations and a copy of all questions asked by the audience</td>
</tr>
<tr>
<td>Exclusive registration page</td>
<td>Option for multiple speakers</td>
<td>Recording emailed to all registrants</td>
</tr>
</tbody>
</table>
Customised Digital Packages

More ways to reach your customers

ONLINE NEWS ARTICLE
FACEBOOK CAMPAIGN
TWITTER CAMPAIGN
PERSONALISED E-BLAST
LINKEDIN POST

MECHANICAL DATA AND SPECS

CONTRACT/BANNER ACCEPTANCE PROVISION
Advertisers and advertising agencies assume full liability for all content of banners uploaded and assume full responsibility for any claims arising thereof from the Publisher. WorldFertilizer.com reserves the right to reject any banner that does not conform to the website's standards. If no acceptable material is supplied, the Publisher will repeat the most recent material for the allocated space. The Publisher cannot be held responsible for the quality of reproduction when materials received do not comply with the specifications, or when materials are received beyond the closing date.

CANCELLATIONS
Contracts may be discontinued by either party only by giving written notice 30 days prior to publication date, or by the Publisher without notice for non-payment of invoices.

COPY DATE/PAYMENT
Copy date is one week prior to deadline and payment must be made within 30 days of the invoice date, unless otherwise agreed with the Publisher.

PREMIUM DIGITAL PACKAGE
€3250 / US$4000
E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.

World Fertilizer's e-newsletters are sent out twice per month.

E-Newsletters

World Fertilizer's e-newsletters are sent out twice per month.

White Papers

World Fertilizer's white papers are published on our website and promoted via a monthly e-newsletter. Leads for each white paper, including contact details, are captured and sent to the white paper sponsor.
Matrix is a leader in construction, fabrication, repair and maintenance and offers premier global engineering services for ammonia and urea systems, material handling melting and construction services for balance of plant.

EUROMEL® specialist for the fertilizer and mixing industry

Story the fertilizer and mixing industry

Pumping knowledge and innovation

of a small-scale business into a multi-million-dollar industry contributed to the transformation How a single company has

subsidiaries incident safety culture years of experience

4 0 33+

70 years of Stamicarbon knowledge and innovation

Small scale ammonia where it’s needed

sustaining the future

IT ALL BEGINS WITH MATRIX.

CONCEPT TO COMPLETION.

15 South Street, Farnham, Surrey, GU9 7QU, UK
T: +44 (0)1252 718999 F: +44 (0)1252 821115
E: sales@worldfertilizer.com
W: www.worldfertilizer.com