

# PRODUCTORES de HORTALIZAS®

## 2008 Editorial Calendar Mexico Edition

Month	Issue Focus	Top Features	Special Supplements	Advertiser Bonuses
January	<b>Outlook for 2008:</b> Prospects and opportunities for Mexico's thriving vegetable-production industry.		<b>"Tierra y Acero" (Land &amp; Steel)</b> – Special Supplement on the latest agricultural machinery & equipment for vegetable production & transportation.	<b>BONUS DISTRIBUTION</b> at the <b>Expo Agro Sinaloa</b> in Culiacán, the most important agricultural expo of the year in Northwest Mexico. <i>Productores de Hortalizas</i> is the official publication.
February	<b>Seed Variety Showcase:</b> The popular, annual, full-color gallery of the latest vegetable & melon varieties on the market! Exhibit your varieties in the <b>Internet Showcase</b> too!		<b>Greenhouse Production Technology</b> "The New Era" report on technological solutions for efficient and profitable greenhouse vegetable production.	<b>BONUS DISTRIBUTION</b> at the <b>Expo AgroBaja</b> in Mexicali, Baja California.
March	<b>Crop Nutrient Management</b>	<b>Fertigation &amp; Chemigation</b> Efficient delivery of fertilizers & pesticides with irrigation systems.	<b>CUCURBIT Pest Guide Digest</b> How to identify & control pests in all varieties of cucurbits. <b>BONUS:</b> Resistant Seed Varieties	<b>Ad Readership Survey:</b> Our readers rate the impact of your ad & their interest in your products. Free for ½-page ads & larger.
April	<b>Insects &amp; Plant Diseases</b> Identification, monitoring & control methods.	Crop focus on <b>ONIONS &amp; GARLIC</b> Special Section #1 on <b>Greenhouse Technology</b>	<b>Seed Varieties &amp; Consumer Preference</b> "The New Era" report on seed company strategies for building consumer preference. <b>Onion Poster:</b> Mexico's popular and beautiful Seed Guide of Top ONION Varieties.	
May	<b>Greenhouse Vegetable Production</b>	<b>Biological Pest Control</b> Crop Focus on <b>POTATOES</b>	<b>Pepper Poster:</b> Mexico's popular and beautiful Seed Guide of Top PEPPER Varieties.	
June	<b>Ag Technology Catalogue:</b> Featuring photos & descriptions of innovative products & equipment for vegetable production. Exhibit your products in the <b>Internet Showcase</b> too!	<b>Good Agricultural Practices (GAP's)</b> & Food Safety. Special Section #2 on <b>Greenhouse Technology</b>	<b>Tomato Poster:</b> The attractive & popular Seed Guide of Top TOMATO Varieties for Mexico.	Include up to <b>THREE products</b> in the catalog when you <b>advertise in this issue.</b>
July	<b>Sweet &amp; Hot PEPPERS</b> Focus on the production of two of Mexico's top crops.	<b>Integrated Pest Management</b> Crop focus on <b>ASPARAGUS</b>	<b>Cucurbit Poster:</b> The Guide to Top CUCURBIT Varieties will be displayed all over Mexico. <b>Irrigation Solutions:</b> "The New Era" report on real-life solutions to irrigation challenges.	<b>BONUS DISTRIBUTION</b> at the <b>International Tomato Congress</b> in León, Guanajuato, Mexico! <i>Productores de Hortalizas</i> is the official congress publication. ( <a href="http://www.thetomatocongress.com">www.thetomatocongress.com</a> )
August	<b>TOMATO Issue</b> Focus on Mexico's #1 vegetable crop.	<b>Soil Management</b> for healthy soil structure, fertility & control of soil-borne pests. <b>Plastics</b> for vegetable production. Special Section #3 on <b>Greenhouse Technology</b>	<b>Certifications Report</b> Review of the key international certifications and their benefits to growers.	
September	<b>Irrigation Technology</b> The latest techniques for efficient & effective irrigation.	<b>Transplants &amp; Grafting</b> for robust crops.	<b>Crop Protection Industry Update</b> "The New Era" report on the principal companies of the crop protection industry.	<b>BONUS DISTRIBUTION</b> at the <b>29th Annual Irrigation Show in Anaheim.</b> <i>Productores de Hortalizas</i> is the official ag partner publication.
October	<b>Export Opportunities in the Global Market</b> Current international trends in consumption and demand for vegetables, melons & specialty crops.	<b>Agricultural Finance:</b> Options for Growers Crop focus on <b>BERRIES &amp; STRAWBERRIES</b> Special Section #4 on <b>Greenhouse Technology</b>	<b>Ecological Production Practices</b> "The New Era" report on environmentally friendly products for vegetable production.	<b>BONUS DISTRIBUTION</b> at the <b>Expo Agro Alimentaria Guanajuato</b> , in Irapuato, the most important ag expo of the year in Mexico's Bajío. <i>Productores de Hortalizas</i> is the official publication.
November	<b>CUCURBIT Issue</b> Focus on cucumber, melon & squash crops	<b>From Field to Buyer:</b> Techniques, products & services for harvesting, post-harvest handling, packaging & shipping.	<b>European Agricultural Technology</b> "The New Era" review of the latest agricultural technology from Spain, France, Italy & the Netherlands.	
December	<b>The Annual "Directorio" of Agricultural Suppliers &amp; Crop Inputs:</b> The Mexican grower's indispensable guide to suppliers & manufacturers. A handy year-round buying reference. List your company & products in the <b>Internet Showcase</b> , too!		<b>2009 Wall Calendar</b> Each month's ad has exclusive exposure & promotes every day for an entire month!	<b>Enhanced, free listings of your company and products!</b> Advertise, and your company's name is highlighted everywhere it is listed in the Directory!