

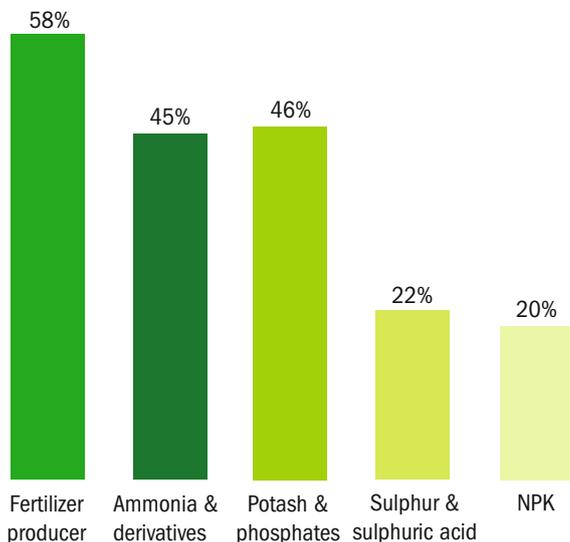
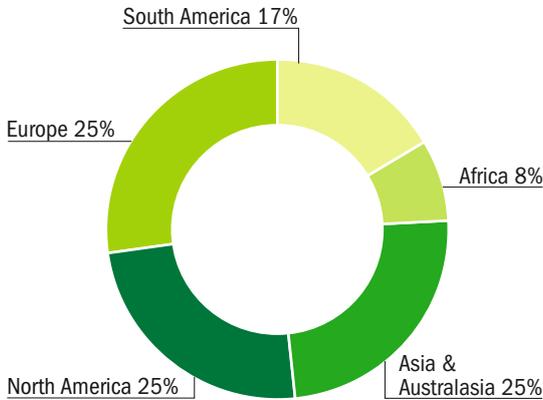
# Fertilizer INTERNATIONAL

[www.fertilizerinternational.com](http://www.fertilizerinternational.com)

*Fertilizer International* is the leading bi-monthly journal for the global fertilizer industry. In print and online it provides analysis of worldwide developments, as well as assessing the wider economic and political factors that impact on agricultural and fertilizer markets. *Fertilizer International* covers the entire industry, including technological innovations, with a special section dedicated to the phosphates and potash industries.



**Fertilizer International is now distributed to decision makers in 85 countries throughout the world...**



**Circulation to companies involved in production**

## WORLDWIDE DISTRIBUTION

An additional 3,500+ copies of *Fertilizer International* are distributed at all the key industry conferences and events worldwide, emphasising its recognised position as the market leading title and ensuring your promotion reaches a wide, targeted, global audience.

### Official publication of:

- Fertilizer Latino Americano
- Phosphates
- Africa Fertilizer Agribusiness
- Int'l Fertiliser Society Technical Conference

### Additional distribution at:

- Nitrogen+Syngas
- SOGAT
- Sulphur Institute Symposium
- IFA Annual Conference
- AIChE Clearwater Convention
- GPCA Fertilizer Convention
- TFI World Conference
- Sulphur
- Arab Fertilizer Conference
- IFA Asia Crossroads

## TARGETED EXPOSURE

Digital back issues of *Fertilizer International* are accessed on regular basis – meaning your promotion is seen time and time again not just in the month of publication.

*Fertilizer International* is distributed to top level decision makers throughout the industry. Our readers are Presidents, VPs, MDs, Process Engineers involved in production, logistics, shipping, plant, equipment, process licensing, construction, engineering, banks, governments, consultancies...

## JANUARY/FEBRUARY

Advertisement deadline: 6 January 2017

**Distribution at:**  
**AFA Annual Fertilizer Forum, Cairo, Egypt**  
**TFI Annual Meeting, Scottsdale, AZ, USA**

### ● Sulphur: the fourth crop nutrient

Sulphur is becoming an increasingly important crop nutrient due to lower sulphur emissions, the prevalence of high-analysis fertilizers and higher cropping intensity. This is opening up opportunities for producers to capitalise on the value of sulphur by supplying sulphate and sulphur-enhanced fertilizers in ever larger volumes.

### ● Future fertilizer industry leaders

The International Fertilizer Association (IFA) held a successful Future Fertilizer Leaders event at its 2016 annual conference in Moscow. Current industry leaders from Agrium, Uralchem and K+S offered valuable advice to the 130 young professionals who attended. IFA is considering setting up a Fertilizer Academy to help the next generation of industry leaders fulfil their potential.

### ● The year ahead

What will 2017 have in store for the fertilizer sector? We weigh-up the latest supply and demand forecasts and gauge industry opinion on prospects for the coming year.

### ● State of the nitrogen market

The urea market remains heavily oversupplied with the Black Sea f.o.b. price falling below \$200/t during 2016. Yet China is delaying plant closures due to widespread state ownership, subsidised capital and the continuing availability of cheap coal. We review the key developments that have shaped the global nitrogen market over the last 12 months.



PHOTO: ELLEN LEVY

### ● Phosphate in Russia

Russia mined 12.5 million tonnes of phosphate rock in 2015, making it the world's fourth largest producing country behind China, Morocco and the United States. We profile phosphate production in Russia and neighbouring countries and examine its influence on world supply and trade.

### ● Potash outlook

Global potash shipments are currently forecast to climb to 61-63 million tonnes in 2017, up from an estimated 60 million tonnes last year. Exactly how the potash market will fair this year depends on the complex interplay between low prices, rising demand, supply cutbacks and currency depreciation.

## MARCH/APRIL

Advertisement deadline: 23 February 2017

**Distribution at:**  
**SYMPHOS 2017, Marrakech, Morocco**  
**Phosphates 2017, Tampa, FL, USA**

### ● Canola crop nutrition

Canola, also known as oilseed rape, is one of world's three main oilseed crops. World production, in the region of 70 million tonnes annually, is concentrated in EU countries, China, Canada and India, and satisfies around a fifth of global vegetable oil demand. We report on the vital role fertilizers play in successful canola cultivation.

### ● The rise of Gulf sulphur

The Gulf region edged ahead of North America as the world's leading sulphur-producing region last year. We profile the sulphur-producing countries and companies of the Arabian Gulf, and look at the significance of this eastward shift in the sulphur market.

### ● Prills versus granules: size matters

Physical properties, including size, do matter when it comes to urea finishing. We explore the link between fertilizer product quality and finishing technology.

### ● Phosphates 2017 conference preview

We look at the current state of the phosphates market in advance of CRU's Phosphates 2017 conference in Tampa, Florida. The price of DAP (Tampa f.o.b.) fell by some 30% during 2015 and 2016, affecting margins and forcing phosphate producers to focus on operational performance, customer service and distribution.

### ● Phosphate process analysers

Increasingly sophisticated control of phosphate production is now possible thanks to the availability of real-time process analysers. We assess the range of technologies currently on the market and provide some examples of recent installations.

### ● Evaporation and crystallisation technology

We review the widespread use of evaporation and crystallisation technology in the fertilizer industry, and potash production in particular, including major applications and the types of equipment used.

## MAY/JUNE

Advertisement deadline: 2 May 2017

**Distribution at:**  
**IFA Annual Conference, Marrakech, Morocco**  
**Clearwater 2017, Clearwater, FL, USA**  
**Int'l Fertilizer Society Conference, London, UK**

### ● **Micronutrients, major impact**

The widespread problem of soil micronutrient deficiency has come under the spotlight in recent years. We look at the different types of trace element deficiency found in soils and their global extent – and the speciality fertilizer products used to tackle this problem.

### ● **Unlocking the African market**

Improving the supply, trade and distribution of fertilizers holds the key to unlocking Africa's massive agricultural potential. Boosting fertilizer demand and increasing fertilizer availability in Africa will require sustained investment and long-term partnerships with the continent's farmers and agribusiness sector.

### ● **Industry financial scorecard**

Exactly how profitable was the fertilizer industry last year and who were the main financial winners and losers? Tough prevailing market conditions undoubtedly made 2016 a testing year for the sector's major players. We analyse the relative performance of leading fertilizer producers, following the publication of fourth quarter results.

### ● **Advances in sulphuric acid plant design**

Innovative technologies being developed by Outotec, Noram, Chemetics and MECS are helping transform the economics of sulphuric acid production. The latest enhancements to the acid production process are outlined.

### ● **Phosphogypsum: co-product not waste?**

Nearly half the world's phosphogypsum is currently locked within Florida's giant waste stacks, bringing with it a cost burden of around \$125 per tonne. Yet phosphogypsum is finding increasing use as a co-product in applications such as roadbed construction and soil conditioning. We examine whether unwanted waste generated by the phosphate industry is on the verge of becoming a valued resource.

### ● **SOP project prospects**

An increase in the supply of primary SOP could potentially transform the market for this premium potash fertilizer. We provide a round-up of the most promising greenfield SOP mining projects worldwide.

## JULY/AUGUST

Advertisement deadline: 4 July 2017

### ● **Oil palm nutrient needs**

Oil palm is grown on 10 million hectares worldwide, yielding four tonnes of oil per hectare, making it the world's most efficient oil crop. Indonesia and Malaysia are the main producing countries, accounting for around 85% of world output. The fertilizer requirements of oil palm are outlined.



PHOTO: JON SULLIVAN / WIKIMEDIA COMMONS

### ● **China at the crossroads**

China is the world's largest producer, consumer and exporter of urea and finished phosphate products. Yet the country's fertilizer industry is currently at the crossroads due to its structural oversupply. We report on the outlook for China's fertilizer sector, particularly the prospects for rationalisation of capacity.

### ● **Advances in fertilizer handling**

The transportation and distribution of fertilizers by road, rail and sea relies on safe and efficient bulk handling and storage. We look at the range of currently available equipment and major new investments in fertilizer logistics and distribution.

### ● **Nitrogen projects head east**

We take a look at new nitrogen capacity being planned in Russia and the countries of central Asia. The Former Soviet Union remains a regional bright spot for new plant construction, with three million tonnes of extra ammonia capacity expected to come on-stream in Russia alone between 2016 and 2019.

### ● **Best options for phosphorus recycling**

The recovery of struvite from wastewater treatment plants has emerged as the leading commercial phosphorus recovery technology in recent years. But other technologies for recovering phosphorus from sewage sludge, manure and industrial waste may become more attractive over the longer term. We weigh-up the pros and cons of various phosphorus recycling options.

### ● **Legacy: a disruptive entrant**

K+S's three billion dollar Legacy project, is set to commence production in the second quarter of 2017. Around 20-30% of Legacy's output, which could be as much as one million tonnes this year, will target the high-quality industrial potash market. We consider the impact supply from this large-scale project will have in North America, both domestically and in terms of exports.

## SEPTEMBER/OCTOBER

Advertisement deadline: 31 August 2017

**Distribution at:**  
**TFI World Conference, Washington, USA**  
**Africa Fertilizer Agribusiness 2017**  
**IFA Crossroads Asia Pacific, Shanghai, China**

### ● Efficient speciality fertilizers

Slow-release, controlled-release and stabilised fertilizers occupy a small but high-value segment of the market, although their production and use is accelerating. This trend is unsurprising given that their higher costs are usually more than offset by better use efficiency and lower application rates. We explore the range of products available and their characteristics.

### ● US fertilizer industry report

The US is the world's fourth-largest producer of nitrogen fertilizers and second largest producer and exporter of phosphates globally. The US domestic fertilizer industry generates products worth more than \$58 billion and directly employs 80,000 people. With the help of The Fertilizer Institute (TFI), we report on the economic and social benefits of US fertilizer production.

### ● Small ammonia plants

The transport of anhydrous ammonia to nitrogen fertilizer plants by pipeline, barge, rail and road is a hazardous process that needs to be safely managed. Small-scale, on-site production of ammonia is one alternative that can help reduce both transport risks and costs.

### ● North American sulphur market briefing

The North American sulphur market is likely to be affected by loss of molten production from idled gas plants and falls in molten imports from Venezuela and Mexico. Mosaic's sourcing of imported solid sulphur will also have a significant impact in 2017.

### ● Phosphate processing innovation

We describe notable advances in phosphate beneficiation. These include innovations in froth flotation reagents and modifications to the froth flotation process. Novel phosphate processing methods, including high-pressure grinding, deep-cone thickening and gravity separation, are also emerging.

### ● The Ochoa project: New Mexico's polyhalite hope

IC Potash plans to develop a billion dollar, three million tonne capacity polyhalite mine at Ochoa in New Mexico. The US corn belt could be a strong direct-application market for this multi-nutrient fertilizer. We profile the Ochoa project and report on its technical and economic feasibility.

## NOVEMBER/DECEMBER

Advertisement deadline: 1 November 2017

### ● Fertilizers for soybean

Around 330 million tonnes of soybean are produced globally every year and processed to yield oil and meal, a major source of animal protein. Its cultivation in countries such as Brazil requires large applications of potash and phosphate. The nutrient needs of this major oilseed crop are reviewed.

### ● India's fertilizer industry

India's nutrient consumption of around 27 million tonnes in 2015/16 confirmed its status as a prime fertilizer market. The country plays a particularly pivotal role in the global trade in phosphates. We examine how India satisfies its fertilizer requirements, especially the balance of imports versus domestic production, and the influence of government policy.

### ● Global nitrogen outlook

The completion of a number of nitrogen projects over the medium-term will add to world capacity. We look at the latest five-year global supply forecast for nitrogen and assess likely changes to the supply overhang and supply/demand balance.

### ● Who's who in sulphuric acid revamping

Operators will invest in the refurbishment of aging sulphuric acid plants to improve efficiency, raise output and cut operational costs. We profile leading players in the sulphuric acid revamp market and report on recent references.

### ● Phosphoric acid process choices

Most of the world's phosphoric acid is produced by the dihydrate, hemihydrate or hemi-dihydrate process. We investigate the range of process options for new and converted phosphoric acid plants and their relative merits.

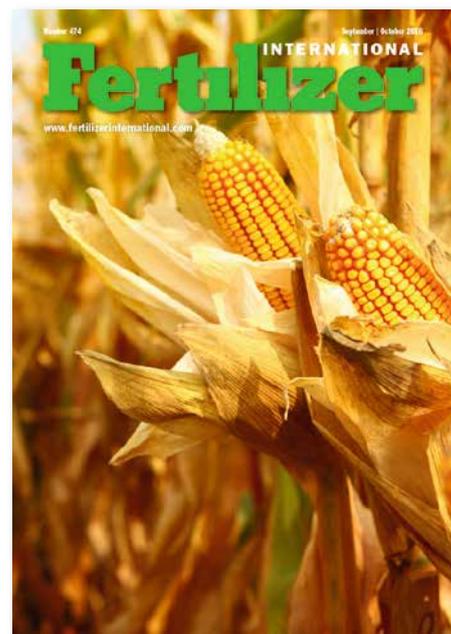
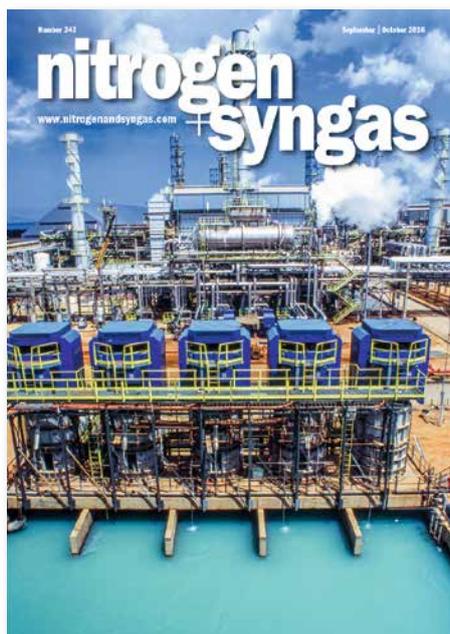
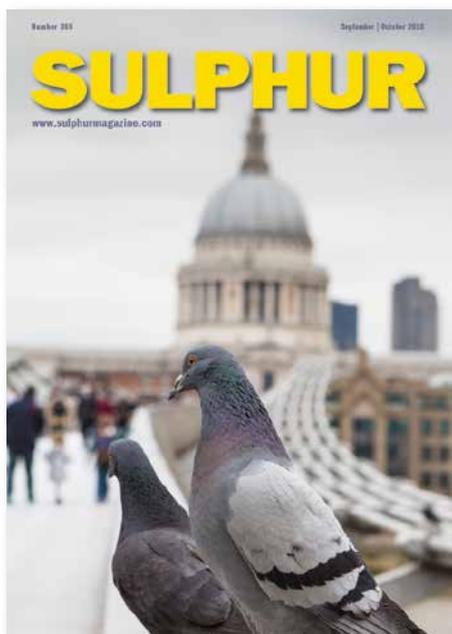
### ● Usolskiy gets ready

EuroChem's \$2.9 billion, 3.7million tonne capacity Usolskiy potash mine in Russia's Perm region is due to enter commissioning in late 2017. We provide an update on project progress and report on the latest developments at its sister VolgaKaliy project in the Volgograd region.



PHOTO: CORN BY GILAXIA/STOCKPHOTO.COM

## Advertisement rates



Size/colour	Single insertion			3 x insertion rate			6 x insertion rate		
<b>Full page</b>									
4 colour	£2000	€2600	\$3800	£1800	€2350	\$3335	£1640	€2135	\$3100
mono	£1250	€1625	\$2375	£1125	€1465	\$2135	£1010	€1320	\$1920
<b>Half page horizontal</b>									
4 colour	£1450	€1885	\$2755	£1375	€1788	\$2615	£1310	€1705	\$2485
mono	£700	€925	\$1330	£665	€865	\$1265	£635	€825	\$1205
<b>Half page vertical</b>									
4 colour	£1525	€1980	\$2900	£1445	€1880	\$2750	£1375	€1795	\$2600
mono	£735	€975	\$1400	£700	€910	\$1330	£668	€865	\$1265
<b>Half page island</b>									
4 colour	£1650	€2150	\$3135	£1565	€2035	\$2975	£1485	€1930	\$2825
mono	£780	€1015	\$1485	£745	€970	\$1415	£705	€920	\$1340
<b>Quarter page</b>									
4 colour	£1250	€1625	\$2375	£1180	€1535	\$2242	£1125	€1465	\$2138
mono	£500	€650	\$950	£475	€620	\$905	£455	€595	\$865
<b>Double page spread</b>									
4 colour	£3500	€4550	\$6650	£3150	€4095	\$5985	£2835	€3685	\$4875
mono	£2500	€3250	\$4750	£2250	€2925	\$4275	£2025	€2635	\$3845
<b>Cover positions</b>									
Outside back cover	£2200	€2860	\$4180	£1980	€2575	\$3765	£1780	€2315	\$3385
Inside front cover	£2200	€2860	\$4180	£1980	€2575	\$3765	£1780	€2315	\$3385
Inside back cover	£2000	€2600	\$3800	£1800	€2340	\$3335	£1640	€2135	\$3100

Page	Top banner		Side button	
	2 months	1 month	2 months	1 month
Home page	\$3000	\$1500	\$2950	\$1450
Fertilizer International & Fertilizer Industry Directory	\$2850	\$1350	\$2850	\$1350
Nitrogen+Syngas & Fertilizer Industry Directory	\$2850	\$1350	\$2850	\$1350
Sulphur & Sulphur Industry Directory	\$2850	\$1350	\$2850	\$1350

Banner data

Files to be supplied as static .jpg or animated .gif files

Position	Pixels
Top banner	500 (W) x 100 (H)
Side button	190 (W) x 250 (H)

**BCInsight**

**TOP BANNER ADVERT FILLS THIS SPACE**  
500 (w) x 100 (h) pixels

**COMPLETE COVERAGE OF THE INTERNATIONAL SULPHUR, FERTILIZER, RELATED CHEMICALS AND RAW MATERIALS INDUSTRIES**

Login

- Home
- Fertilizer International
- Nitrogen+Syngas
- Sulphur
- Subscribe
- Article Sales / Search Archive
- Advertise / Editorial Programme
- Fertilizer Industry Directory
- Sulphur Industry Directory
- BCInsightSearch.com
- Calendar of Events
- About BCInsight
- Contact Us
- Links

**SEP/OCT ISSUE NOW ONLINE**

**Fertilizer INTERNATIONAL**

TFI World Fertilizer Conference, San Diego  
Legacy project profile  
Biofuels demand outlook  
Polyhalite agronomy

**nitrogen syngas**

**SEP/OCT ISSUE NOW ONLINE**

Ammonium nitrate regulation  
Syngas project listing  
Smaller scale ammonia plants  
Bimetallic tube for nitric acid applications

**SULPHUR**

Sulphur 2016, London  
Sulphur and acid in court  
Sulphur production in China  
Acid plant emissions

**SEP/OCT ISSUE NOW ONLINE**

**SIDE BUTTON ADVERT FILLS THIS SPACE**  
190 (w) x 250 (h) pixels

**Fertilizer INDUSTRY DIRECTORY 2017**

Stainless Steel Materials for the Fertilizer Industry

**SULPHUR INDUSTRY DIRECTORY 2017**

PROCEP/OUT  
We Process Your Energy

## Advertisement dimensions

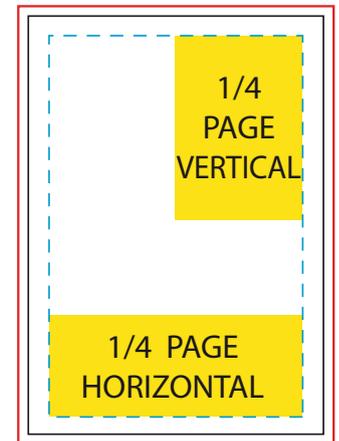
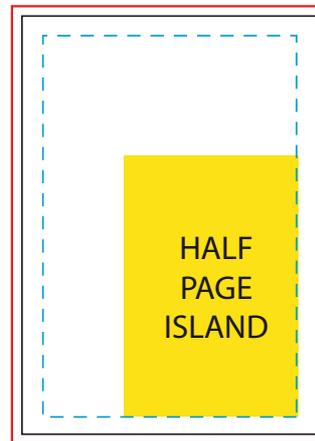
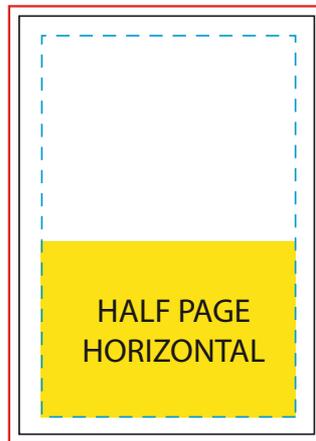
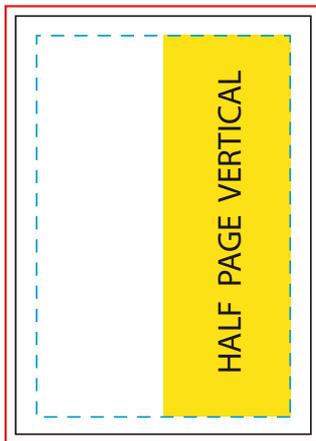
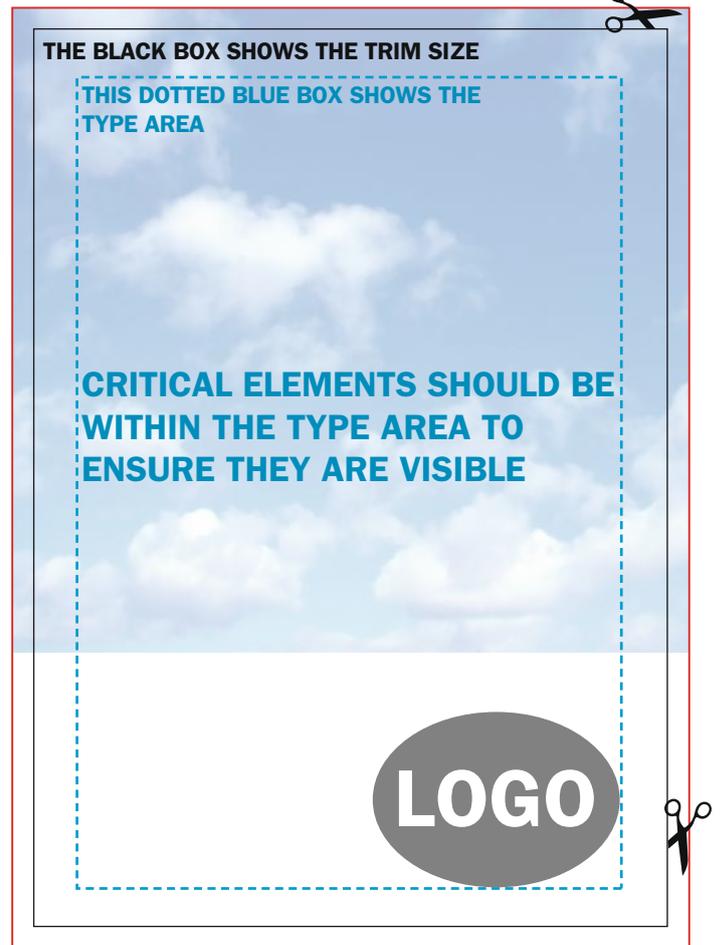
### Sulphur, Nitrogen+Syngas & Fertilizer International

Space	mm	inches
Full page type area	178 x 262	7.0 x 10.32
Full page trim	210 x 297	8.23 x 11.69
Full page bleed	216 x 303	8.50 x 11.93
Double page spread trim	420 x 297	16.54 x 11.69
Double page spread bleed	426 x 303	16.77 x 11.93
Half page (horizontal)	178 x 124	7.01 x 4.88
Half page (vertical)	85 x 262	3.35 x 10.32
Half page (island)	117 x 180	4.61 x 7.09
Quarter page (horizontal)	178 x 72	7.01 x 2.83
Quarter page (vertical)	85 x 124	3.35 x 4.88

### Sulphur & Fertilizer Industry Directories

Space	mm	inches
Full page type area	125 x 180	4.92 x 7.09
Full page trim	148 x 210	5.83 x 8.23
Full page bleed	154 x 216	6.06 x 8.50

THE RED BOX SHOWS THE BLEED SIZE.  
BLEED IS AN EXTRA 3mm ADDED ON EACH EDGE OF YOUR DESIGN WHICH IS CUT OFF AT THE PRINTING STAGE.



## Advertisement data

When preparing artwork for advertisements, please note the following:

- Digital files as high res PDF saved using the **press quality** settings.
- **CMYK only**. No RGB. No spot colours.
- Image resolution 300 dpi. Line art should be saved at 1200 dpi.
- All high res images and fonts must be embedded within the file.
- Printer's marks and document bleeds should be enabled.
- Output with no colour conversion, do not use OPI settings.

**Please flight check your final files before supplying them. We will also make checks and will inform you of major problems before going to press, but this may cause delays.**