

Thrive With Syngenta

A new user-friendly digital flipbook from Syngenta expands the audience and content of its award-winning print magazine.

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Syngenta is taking *Thrive* magazine to a place it has never been before: online. For over five years, the print version of this quarterly publication has informed and engaged agribusiness professionals across the country. The new online flipbook, which is housed on the FarmAssist® website at www.SyngentaThrive.com, gives Syngenta a chance to extend the magazine's readership to a more general agricultural audience, including growers.

"I am confident that the expansion of *Thrive* to an online format will help us in our quest to give even more ag professionals the information they need to succeed in today's complex marketplace," says Wendell Calhoun, the Syngenta communications lead for *Thrive*. "Through interesting articles and eye-catching images, we will continue to update our readers on the latest Syngenta technologies and need-to-know trends that may impact their bottom lines."

The Digital Revolution

The decision to move to a digital format is a natural step in the evolution of many magazines, including *Thrive*. While traditional print publications continue to represent an important news and information medium, adding a digital companion can increase interaction and function for readers.

"For example, print magazines often use pictures to complement articles and provide visual depth," says Nathan Huffines, the Syngenta creative lead for *Thrive*. "Digital magazines go one step further by capturing video footage and additional photography, which take the reader much deeper into the story."

The inaugural edition of the *Thrive* flipbook contains links to both videos and photo galleries, as well as audio clips of interviews. It also includes links to more online information sources – all of which users can access with the click of a mouse. Additionally, the easy-to-navigate digital format makes sharing specific articles with others – whether they are down the road, across the country or around the world – more convenient.

Winning Formula

As the online flipbook increases the potential reach of *Thrive*, the high standards that Syngenta originally set for its first U.S.-based, ag market magazine remain firmly intact. Each issue will continue to deliver a wide range of timely topics packaged into one attractively de-

signed publication with limited promotional messages or advertisements.

The latest issue of *Thrive* is certainly no exception. It opens with a welcome message from Coby Long, head of Seedcare product management at Syngenta, followed by the "What's in Store" department, which provides updates on the most recent technologies, products, news and events. As they flip through the pages, readers will discover articles on the growing importance of U.S. soybeans globally and the Syngenta Leadership at Its Best® program, which helps train ag professionals to advocate effectively for important industry issues. In addition, readers will receive practical advice from the field on topics ranging from "Root Wellness" to the importance of "Clean Machines." They also can take a peak into the 2013 season to see what impact the November elections may have on ag policies and how Syngenta is balancing production and supply with projected demand to deliver superior products to customers when they need them. Professional photography and original illustrations, including a unique montage of industry-leading Syngenta breeders, help bring the articles to life in a way that only high-quality visuals can.

This winning formula has resulted in the magazine receiving over 30 national, regional and local awards for its editorial content and design from such organizations as the International Academy of Visual Arts, Public Relations Society of America, International Association of Business Communicators, Missouri School of Journalism, Custom Content Council, Communications Concepts, FOLIO magazine, American Agricultural Editors Association and the National Agri-Marketing Association.

Extra! Extra!

And if reading great articles with amazing visuals does not entice readers to check out the digital version of *Thrive*, an online scavenger hunt with clues hidden in the magazine just might. Participants who find the correct answers to three simple questions will have a chance to win a Cabela's® gift certificate. For more details, please see the official rules on the *Thrive* landing page (www.SyngentaThrive.com).

"The name of our magazine says it all," concludes Calhoun. "As we near the end of one season and the beginning of the next, Syngenta looks forward to helping growers as well as other ag professionals maximize opportunities – and thrive." Δ



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