

2024 **MEDIA KIT**

Seed**WORLD** LATIN AMERICA

Coverage in English and Spanish of
the news and issues shaping Latin
America's seed industry

seedworld.com/latam

LAUNCHOUTSET

50%
OFF

ALL PRODUCTS

TABLE OF CONTENTS

2 CONTENT PROGRAMS

Content marketing has the power to move us and provoke a deeper sense of connection between your company and audience. Using a combination of innovative targeted marketing strategies and digital solutions, we deliver impactful campaigns for our clients.

3 DIGITAL PARTNER PROGRAM

If you're looking for premium highly-targeted advertising space, the digital partner program offers a variety of ad placements, including a coveted billboard space, strategically placed banner, box ads and logo recognition as one of our digital partners.

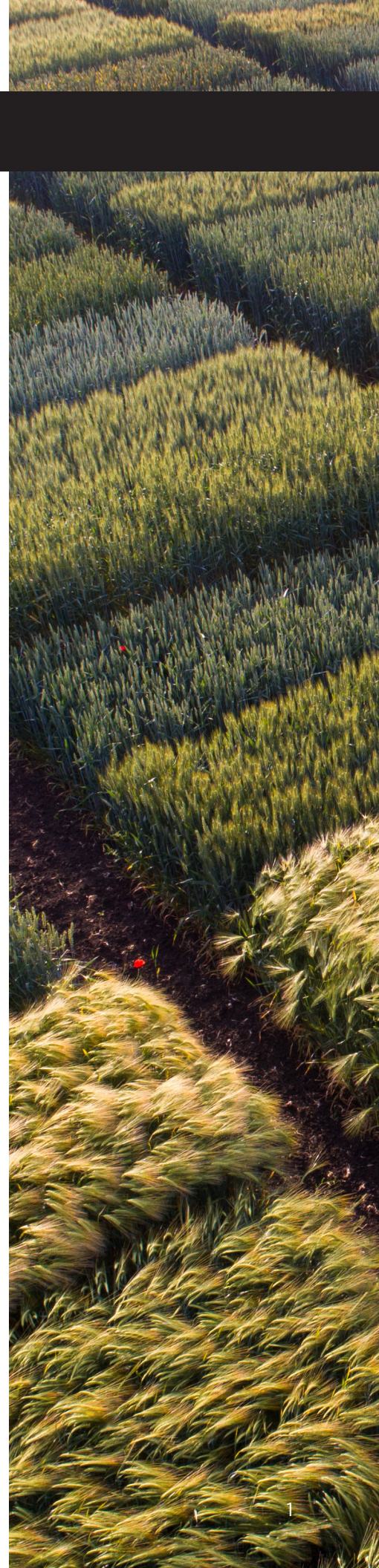
4 READERSHIP OVERVIEW/EDITORIAL CALENDAR

Get your article or advertising in the issue that fits your campaign's goals or purchase an annual program and reach an expansive audience of industry professionals.

5 DIGITAL ADVERTISING

6 PRINT ADVERTISING

7 CONTACT



Need help creating content but don't have resources or platforms to do so? We can help.

Our *Seed World LATAM* team will work with you to create content and feature it across all our media channels. Combining digital and print delivery gives you the audience extension that is so critical to build interest, leads, pipeline and massive revenue opportunities.



SeedWORLD LATIN AMERICA
INSIDERS

LEARN MORE

Are you looking for a comprehensive marketing solution designed to propel your company forward, promote your products and engage with consumers?

Then INSIDERS is for you. With decades of experience and a proven track record, we have helped numerous seed industry clients increase their market share and grow their businesses. We use a combination of innovative targeted marketing strategies and digital solutions to deliver impactful campaign to our clients.

SeedWORLD LATIN AMERICA
AMPLIFY

LEARN MORE

Your ideal platform to build customer engagement, brand connection and drive lead generation.

Position your thought leadership and connect with your audience and truly dominate a position in the market. We provide all the content, tools and channels in this one-on-one, personalized content platform. You work directly with our team of experts. Plus, we'll do all the heavy lifting from strategy, writing, content metrics and ROI strategy sessions. Drive more leads, more traffic and more sales with the done-for-you system.

Be **PRESENT**
Be **COMPETITIVE**

LEARN MORE

Launch your next campaign with the "be" series of integrated print and digital marketing tools.

Deliver frequency and reach and generate more qualified prospects as we share our 5x strategy to increase pipeline and sales. These high-value targeted programs have been delivering success for clients just like you in the seed industry.

If you're looking for premium highly-targeted advertising space on seedworld.com/latam or in our *Seed World LATAM* e-newsletter, look no further than the *Seed World LATAM* Digital Partner Program! The program offers a variety of ad placements including our coveted billboard space, strategically placed banner and box ads, and logo recognition as one of our digital partners.

LIMITED TO JUST 8 COMPANIES PER MONTH, the Digital Partner Program reinforces — or establishes — your company's leadership position in the seed industry.

All sponsor ads will appear in locations marked 1-5 below which rotate equally between all monthly sponsors.

DIGITAL PARTNER PROGRAM:

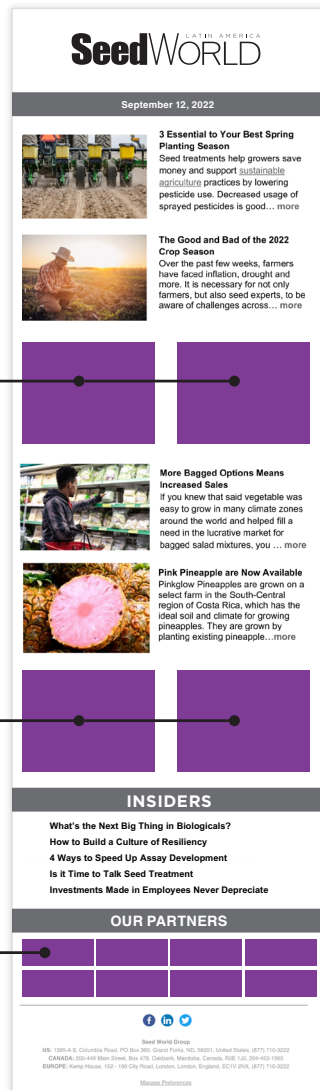
HOW IT WORKS

- Your ad rotates on our website and in our monthly newsletter.
- Your logo appears on our website, in every email newsletter, and in print as one of our 8 monthly partners.

SEED WORLD LATAM E-NEWSLETTER

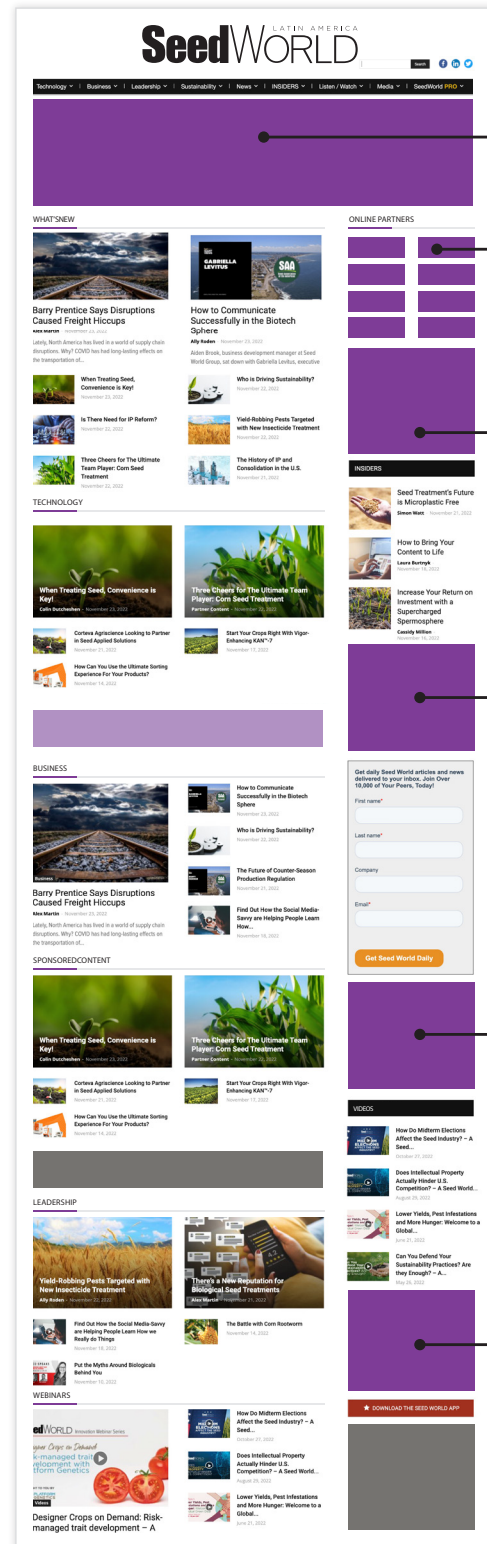
Delivered to over 9,000 subscribers, the *Seed World LATAM* E-newsletter is a monthly source of the Latam seed industry's most important news and perspective. It offers multiple promotional vehicles to advertiser partners.

Monthly reports are generated for advertisers and include the overall magazine performance and advertiser-specific performance.



4
DAILY EXPOSURE AD 300X250

5
PARTNER LOGOS 140X60



1
LARGE BILLBOARD DESKTOP: 970X250 MOBILE: 300X250

2
PARTNER LOGOS 140X60

3
MONTHLY EXPOSURE AD 300X250

*Design may not be exactly as shown.

The LATAM (Latin American) region is one of the most exciting, important regions for seed and food production anywhere in the world. LATAM's seed sector is worth over \$5B US and is growing an estimated 8% per year. Latin America's voice is critical to the global seed sector. Our goal is to make it heard!

Seed World Latin America has a critical role to play in sharing information, connecting various parts of the value chain, growing the seed network and building thought leadership: all key pieces that will allow LATAM's seed sector to step into an even more central role in the global seed trade. We are committed to delivering insightful and business-critical editorial and industry analysis, as well as information, global trends and perspectives from industry leaders to our readers. We're proud to align with key industry associations to best serve the Latin American marketplace.

As a multifaceted media company, we offer our readers access to industry-specific content through our magazine, our website, our newsletter and our library of digital content: podcasts, video, social media and more. Our newsletter subscribers include the who's who of Latin America's seed industry value chain, from farmers to agribusinesses and from seed companies to seed processors. Our readership also stretches to a global audience.

ASSOCIATION PARTNER



UPCOMING DEADLINES

MAY ISSUE 1

Booking: May 15, 2024

Material: May 29, 2024

SEPTEMBER ISSUE 2

Booking: August 28, 2024

Material: September 11, 2024

SEEDWORLD.COM/LATAM

DIGITAL	MONTHLY RATE
Sticky Bottom Leaderboard	\$3,000
Exit Pop-Up	\$4,000
Entrance Pop-Up	\$4,000

DIGITAL ADVERTISING PROGRAMS	MONTHLY RATE
1x Inline Banner Ad + 1x Brand Buzz	\$2,350
1x Medium Rectangle + 1x Inline Banner Ad	\$1,495

E-NEWSLETTERS

DIGITAL	DIMENSIONS	MONTHLY RATE
NEW Newsletter Takeover	600 x 480 pixels	\$950/each
Custom E-Blast	600 pixel wide template	\$2,000/each
Brand Buzz	200 word advertorial highlighting your products or services, complete with a logo, photo & link.	\$1,000/each

CUSTOM WEBINAR

Position your brand as a thought leader and educational resource while generating new business leads at the same time. Express opinions, share facts, position knowledge and provide information to a captive audience.

RATE	
Seed World LATAM Webinar	\$7,500
Add Registration & Attendee list	+ \$7,500

FILE SUBMISSION & REQUIREMENTS

When submitting your artwork, please confirm it is built to the appropriate ad size and a jpg, tiff, eps, gif or PDF file and include a click-through URL. Final proofing is the responsibility of the advertiser. Files must be submitted one week prior to campaign launch to tramsoomair@seedworldgroup.com.



FULL CIRCULATION RATES

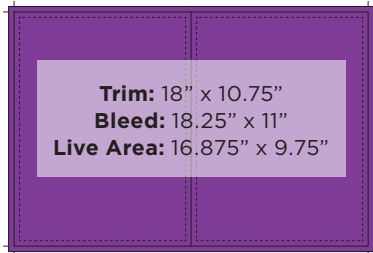
	1X	2X
DPS	\$6,100	\$3,200
Full Page	\$3,100	\$1,600
1/2 Page DPS	\$2,800	\$1,500
2/3 Page	\$2,600	\$1,400
1/2 Page	\$1,700	\$850
1/3 Page	\$1,600	\$840
1/4 Page	\$1,300	\$700

COVER POSITIONS

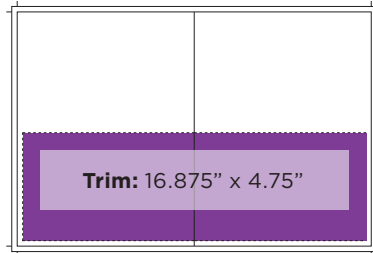
	1X	2X
Inside Front, Inside Back Cover	\$4,100	\$2,300
Outside Back Cover	\$4,500	\$2,600
1/2 Page DPS on the Table of Contents	\$4,000	\$2,200

NOTE: RATES FOR PROFESSIONAL ADVERTISING DESIGN AND PRODUCTION ARE AVAILABLE ON REQUEST.

DOUBLE PAGE SPREAD



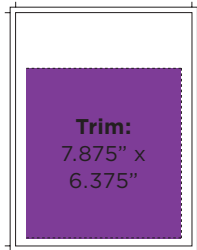
1/2 DOUBLE PAGE SPREAD



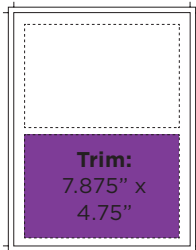
FULL PAGE



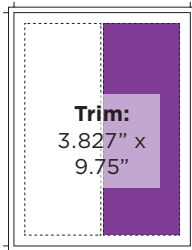
2/3 PAGE



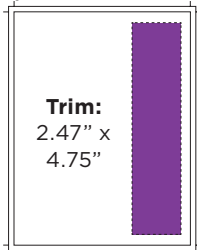
1/2 HORIZONTAL



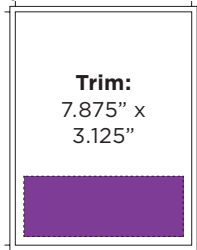
1/2 VERTICAL



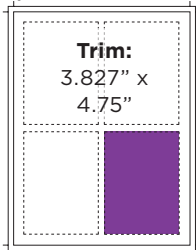
1/3 VERTICAL



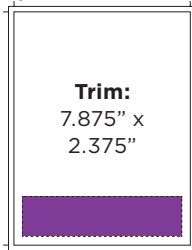
1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL



PREMIUM ADVERTISING

INSERTS

Inserts deliver your message to a highly targeted audience at a fraction of the cost of a direct mail piece. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size.

POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover with your unique marketing piece on the outside of the magazine distributed in a clear polybag.

BELLYBANDS

A band of paper wrapped around the magazine with your message. Before readers open the issue, they will see your advertisement.

GATEFOLD COVER

Maximize the impact of your message with a multi-page gatefold. This multi-page spread advertisement opens up from the inside front cover, thus allowing multiple pages of advertising.

FILE SUBMISSION & REQUIREMENTS

All files must be submitted as a press ready CMYK PDF file with a minimum resolution of 300 dpi. Please confirm the artwork is built to the appropriate ad size. Final proofing is the responsibility of the advertiser.

*All rates effective as of January 1, 2024

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