

2024 **MEDIA KIT**

UNITED STATES
SeedWORLD

Covering the news and issues shaping the
U.S. seed industry for over 100 years

seedworld.com/us

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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

For more than 100 years, *Seed World* has been covering news and issues shaping the U.S. seed industry. We are committed to delivering insightful and business-critical editorial and industry analysis, as well as information, global trends and perspectives from industry leaders.

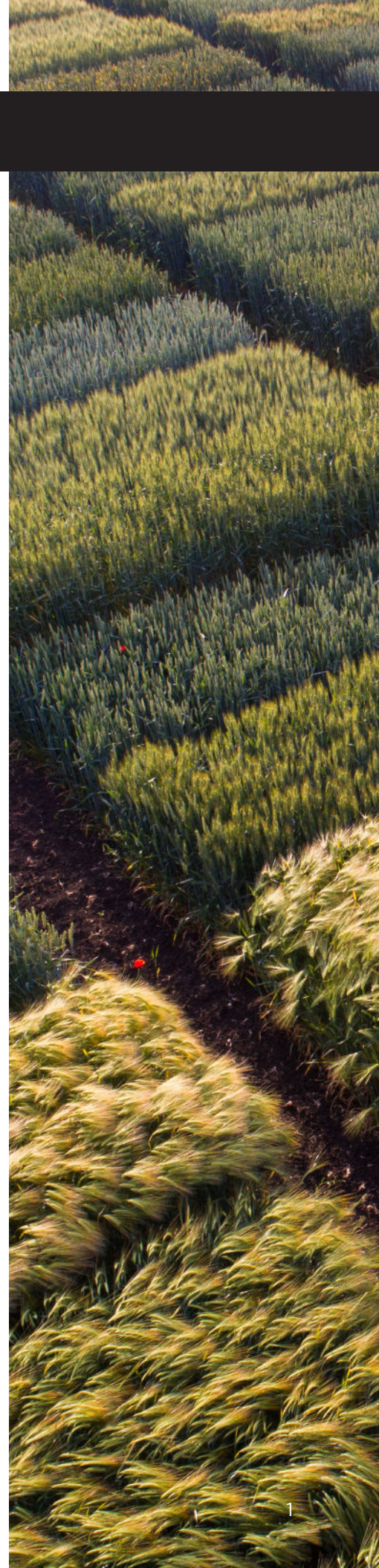
5 EDITORIAL CALENDAR

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. Expand your reach by becoming part of an issue that is distributed and highly sought after at national and international conferences and trade shows.

6 DIGITAL ADVERTISING

7 PRINT ADVERTISING

8 CONTACT



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

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

SeedWORLD UNITED STATES
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 UNITED STATES
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/us or in our *Seed World U.S.* e-newsletter, look no further than the *Seed World U.S.* 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 and rotate equally between all monthly sponsors.

DIGITAL PARTNER PROGRAM:

HOW IT WORKS

- Your ad rotates on our website and in our daily newsletter.
- Your logo appears on our website, in every email newsletter, and in print as one of our 8 monthly partners.
- Over 67,000 ad impressions per month

SEED WORLD U.S. DAILY E-NEWSLETTERS

Delivered to over 8,000 opt-in subscribers. The *Seed World U.S.* E-newsletter is emailed five days a week with multiple promotional vehicles available.

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

1 LARGE BILLBOARD DESKTOP: 970X250 MOBILE: 300X250

2 PARTNER LOGOS 140X60

3 MONTHLY EXPOSURE AD 300X250

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.

With the value of the U.S. seed industry exceeding \$12 billion and the global seed industry in the range of \$50 billion, there is no question that seed is big business. For more than 100 years, *Seed World U.S.* has been covering news and issues shaping the U.S. seed industry. 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 — the C-suite of the American seed industry.

As a multifaceted media company we offer our readers access to industry-specific content through the magazine, website, multiple newsletters and exclusive video to support their seed business. Our newsletter subscribers include farmers, agribusinesses, seed companies and seed processors across the country and around the world. Our weekly digital page views exceed 5,000 and our average number of monthly users is over 17,000. In addition to that, our social media accounts on Facebook, Twitter and LinkedIn boast a following of more than 11,000 people.

Having partnered with several key industry associations, *Seed World U.S.* prides itself on representing the issues facing the industry to facilitate meaningful dialogue and editorial content. Our partner associations represent the most keen and active members of the North American seed industry. Our alliance with these associations allows for connections that enhance our network, creating conduits between members and journalists that provide access to the most prolific industry discussions and editorial content.

READERS BY ORGANIZATION

- 44% Retailers/Wholesalers/ Brokers
- 42% Seed Companies
- 8% Universities
- 6% Breeders

READERS BY JOB FUNCTION

- 62% Senior Management
- 18% Operations
- 12% Sales & Marketing

ASSOCIATION & INTERNATIONAL PARTNERS



PRINT DISTRIBUTION

25,395

Total Market Reach

8,645

Total Mailed Distribution

ONLINE IMPACT

20,797

Average Monthly Users

31,372

Average Monthly Page Views

DIGITAL IMPACT

8,152

Newsletter Subscribers

13,706

Social Media Followers

**JANUARY
INDEPENDENTS**



BONUS DISTRIBUTION:
• IPSA Annual Conference

**MAY
INTERNATIONAL**



DISTRIBUTION:
• ISF World Seed Congress

**SEPTEMBER
LEADERSHIP**



BONUS DISTRIBUTION:
• European Seed Association AGM
• IV Seed Congress of the Americas

**DECEMBER
ROW CROPS**



BONUS DISTRIBUTION:
• ASTA CSS & Seed Expo

**FEBRUARY
FLOWER & VEG**



BONUS DISTRIBUTION:
• ASTA Vegetable & Flower Seed Conference
• ASTA Management Academy

**JUNE
POLITICS**



BONUS DISTRIBUTION:
• ASTA PLDC convention
• NAPB (50 Copies)

**OCTOBER
FORAGE AND TURF**



BONUS DISTRIBUTION:
• Western Seed Association Conference

DEADLINES

JANUARY

Booking: Nov. 23, 2023
Material: Dec. 11, 2023
Mailboxes: Jan. 2, 2024

FEBRUARY

Booking: Dec. 6, 2023
Material: Dec. 20, 2023
Mailboxes: Jan. 19, 2024

MAY - INTL EDITION

Booking: Apr. 10, 2024
Material: Apr. 24, 2024

JUNE

Booking: May 1, 2023
Material: May 15, 2023
Mailboxes: June 5, 2024

SEPTEMBER

Booking: July 17, 2024
Material: July 31, 2024
Mailboxes: Aug. 21, 2024

OCTOBER

Booking: Aug. 14, 2024
Material: Aug. 28, 2024
Mailboxes: Sept. 18, 2024

DECEMBER

Booking: Oct. 16, 2024
Material: Oct. 30, 2024
Mailboxes: Nov. 20, 2024

SEEDWORLD.COM/US

| 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/day |
| 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 U.S. 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

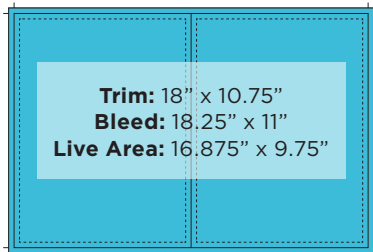
| | 1X | 2X | 3X | 4X | 5X | 6X |
|--------------|---------|---------|---------|---------|---------|---------|
| DPS | \$6,100 | \$5,500 | \$4,900 | \$4,500 | \$4,000 | \$3,200 |
| Full Page | \$3,100 | \$2,800 | \$2,500 | \$2,200 | \$2,000 | \$1,600 |
| 1/2 Page DPS | \$2,800 | \$2,500 | \$2,200 | \$2,000 | \$1,800 | \$1,500 |
| 2/3 Page | \$2,600 | \$2,300 | \$2,100 | \$1,900 | \$1,700 | \$1,400 |
| 1/2 Page | \$1,700 | \$1,500 | \$1,400 | \$1,200 | \$1,100 | \$850 |
| 1/3 Page | \$1,600 | \$1,400 | \$1,300 | \$1,100 | \$1,000 | \$840 |
| 1/4 Page | \$1,300 | \$1,100 | \$1,000 | \$950 | \$850 | \$700 |

COVER POSITIONS

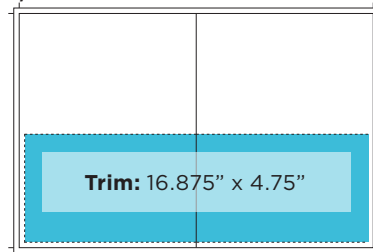
| | 1X | 2X | 3X | 4X | 5X | 6X |
|---------------------------------------|---------|---------|---------|---------|---------|---------|
| Inside Front, Inside Back Cover | \$4,100 | \$3,700 | \$3,300 | \$3,000 | \$2,700 | \$2,300 |
| Outside Back Cover | \$4,500 | \$4,000 | \$3,600 | \$3,200 | \$3,000 | \$2,600 |
| 1/2 Page DPS on the Table of Contents | \$4,000 | \$3,600 | \$3,200 | \$2,900 | \$2,600 | \$2,200 |

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

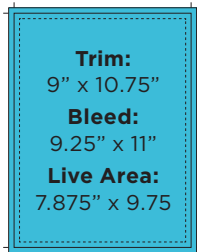
DOUBLE PAGE SPREAD



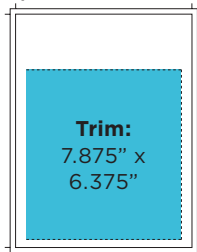
1/2 DOUBLE PAGE SPREAD



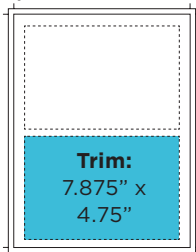
FULL PAGE



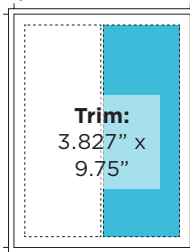
2/3 PAGE



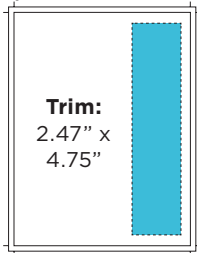
1/2 HORIZONTAL



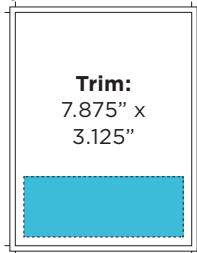
1/2 VERTICAL



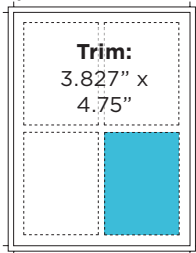
1/3 VERTICAL



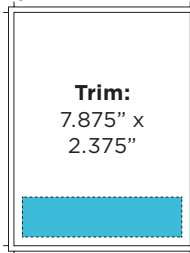
1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL



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.

PREMIUM ADVERTISING

INSERTS

Inserts deliver 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.

*All rates effective as of January 1, 2024

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