2027 **MEDIA KIT**

Seed World CANADA

For 30 years, *Seed World Canada* has been covering the news and issues shaping the Canadian seed industry.

seedworld.com/canada

SeedWorld CANADA

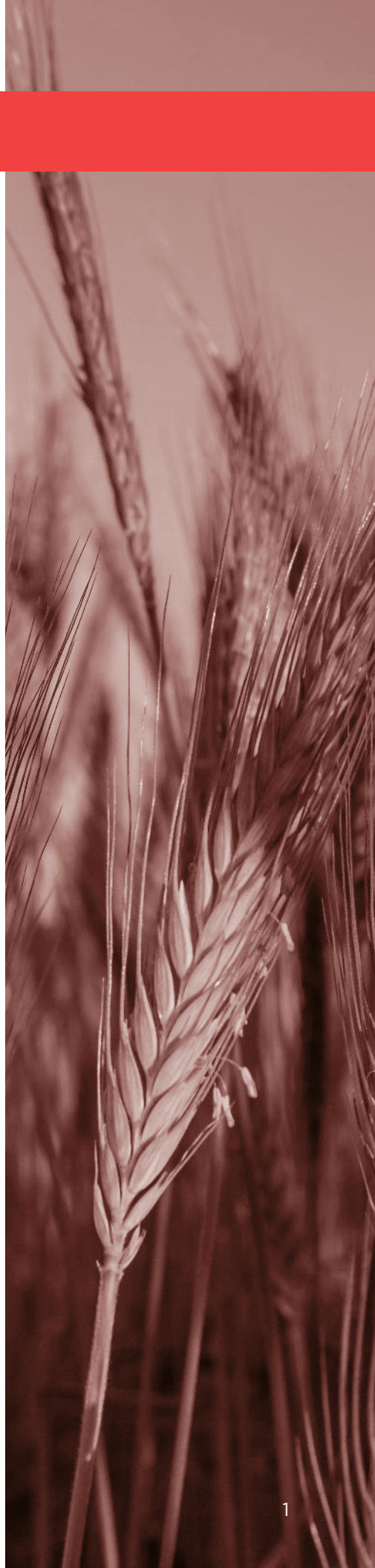


TABLE OF CONTENTS

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
Since 1997, Seed World Canada has been serving the Canadian 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 Canada* 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 CANADA INSIDERS

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 campaigns to our clients.

SeedWORLD CANADA AMPLIFY

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**

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/canada or in our *Seed World Canada* E-newsletter, look no further than the *Seed World Canada* 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 EXCLUSIVE COMPANIES PER MONTH, the Digital Partner Program reinforces - or establishes - your company's leadership position in the industry.

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

DIGITAL PARTNER PROGRAM:

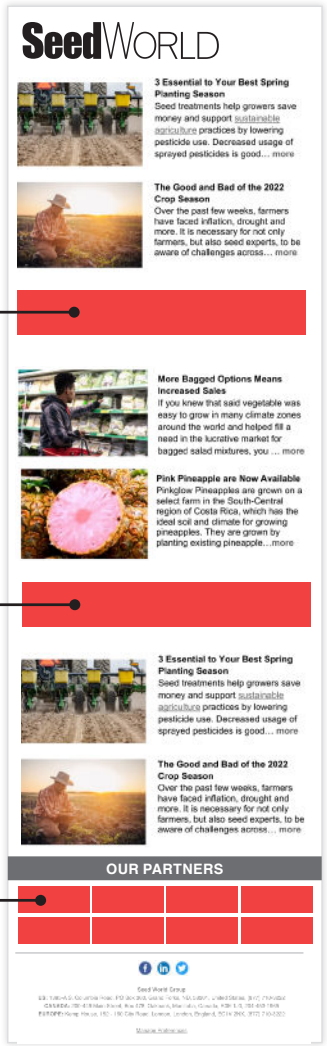
HOW IT WORKS

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

SEED WORLD CANADA E-NEWSLETTERS

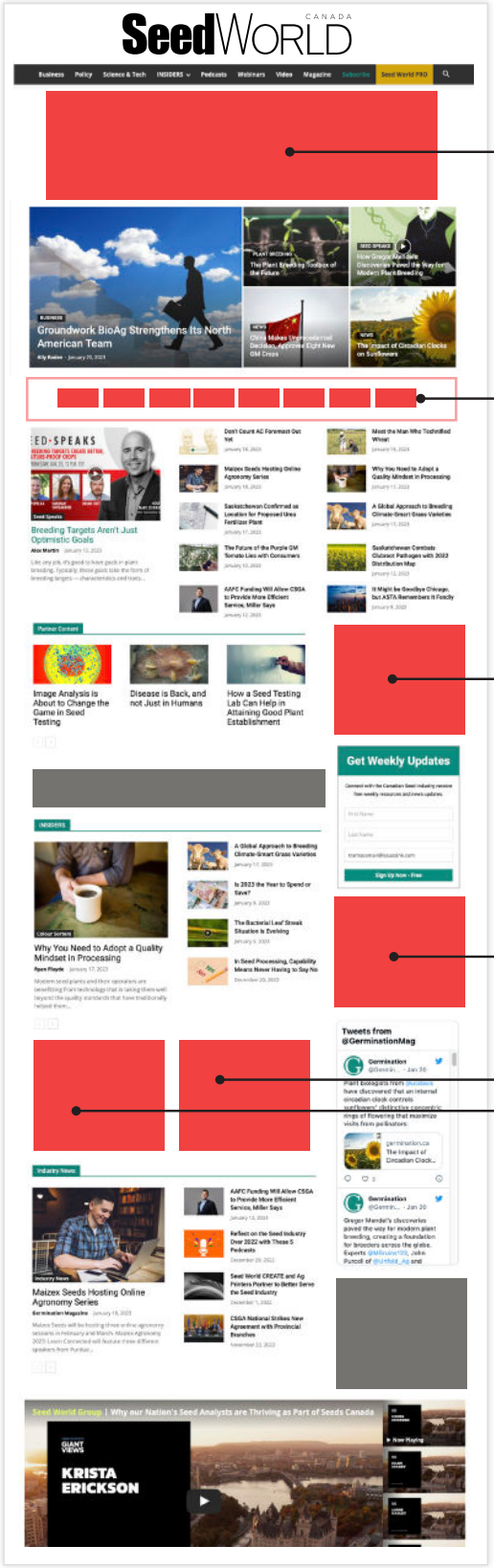
The *Seed World Canada* e-newsletter is delivered to subscribers once a week. Your ad will be top-of-mind alongside feature articles written by our expert journalists as well as the latest news from the seed industry.

Monthly analytic reports are generated for our partners and include the overall magazine performance and advertiser-specific performance.



4 **WEEKLY EXPOSURE AD** 600X100

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.*

Since 1997, *Seed World Canada* has been serving the Canadian seed industry.

From seed growers to cleaners to agri-retailers to seed trade, we bring Canadian seed professionals news on the issues shaping the industry.

Over those 29 years, media has evolved into something much more than just print publications and press releases.

Today, the digital platform is a fundamental part of any marketing campaign. The proliferation of the web has allowed advertisers to tap into a medium that offers creative solutions and gain access to our readers — your customers — in ways that go beyond traditional media.

Seed World Canada has that integrated approach. With multiple touchpoints, our readers can access seed industry information via our e-newsletter, video interview series, podcasts, website and digital magazine, all in addition to the tried-and-true print magazine. Advertising opportunities across the broad media group of *Seed World Canada* products can help you reach this lucrative audience.

Readers trust us, and we have seen a steady increase in readership of both print and digital content. *Seed World Canada* has built a solid understanding of the Canadian seed industry. It is focused on helping industry stakeholders develop their businesses and lead them toward success by covering the issues they face every day. Combine this coverage with the 10,000-foot level view of the seed trade market, and you'll see that *Seed World Canada* stands at the forefront of communication within this sector.

READERSHIP BREAKDOWN

1693	Seed Growers
994	Agri-retailers
914	Authorized Establishments
642	Seed Trade
364	Suppliers to Industry
252	Academic or Government
212	Plant Breeders
82	Seed Analysts
8	Seed Brokers

CSGA Canadian Seed Growers' Association

Seeds Canada | Semences Canada

Industry Partners of Seed World Canada Media

PRINT DISTRIBUTION

15,483
Total
Market Reach

5,161
Total
Mailed Distribution

ONLINE IMPACT

6,360
Average
Monthly Users

13,951
Average Monthly
Page Views

DIGITAL IMPACT

6,547
Newsletter
Subscribers

7,497
Social Media
Followers

JANUARY

THE NEW ECONOMICS OF SEED

BONUS DISTRIBUTION:
- ABCSG meeting
- CrossRoads
- PGDC

APRIL

BUILT TO ADAPT

MAY

INTERNATIONAL

BONUS DISTRIBUTION:
- ISF World Seed Congress (Toronto, 2027)

JULY

PLANT BREEDING'S BIG THINKERS

BONUS DISTRIBUTION:
- Seeds Canada Annual Meeting
- CSGA Meeting

SEPTEMBER

THE SEED SYSTEM, REWIRED

NOVEMBER

THE FUTURE IS ALREADY GROWING

BONUS DISTRIBUTION:
- Crop Life GrowCanada Conference

DEADLINES

JANUARY

Booking Deadline: Nov. 30, 2026

Material Deadline: Dec. 7, 2026

Mailboxes: Dec. 28, 2026

APRIL

Booking Deadline: Feb. 17, 2027

Material Deadline: Feb. 24, 2027

Mailboxes: Mar. 17, 2027

INTERNATIONAL EDITION

Booking Deadline: Apr. 14, 2027

Material Deadline: Apr. 21, 2027

JULY

Booking Deadline: May 26, 2027

Material Deadline: June 2, 2027

Mailboxes: June 23, 2027

SEPTEMBER

Booking Deadline: Aug. 11, 2027

Material Deadline: Aug. 18, 2027

Mailboxes: Sept. 8, 2027

NOVEMBER

Booking Deadline: Sept. 17, 2027

Material Deadline: Sept. 24, 2027

Mailboxes: Oct. 15, 2027

**Only full page ads are available in the Seed World International edition.*

SEEDWORLD.COM/CANADA

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
Newsletter Sponsorship	Brand Buzz + Logo	$4,000/month
Custom E-Blast	600 pixel wide template	$2,000/each
Brand Buzz	1000 word advertorial posted online and in our enewsletter. Features 600x350px image, with URL linking to your website	$2,000/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 Canada Webinar	$5,000
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.

DIGITAL STRATEGY

In today's competitive landscape, a strategic digital plan is key to growth. Seed World Group combines industry expertise with data-driven insights to help you make the most of digital platforms, boosting your brand, driving engagement, and delivering measurable results.

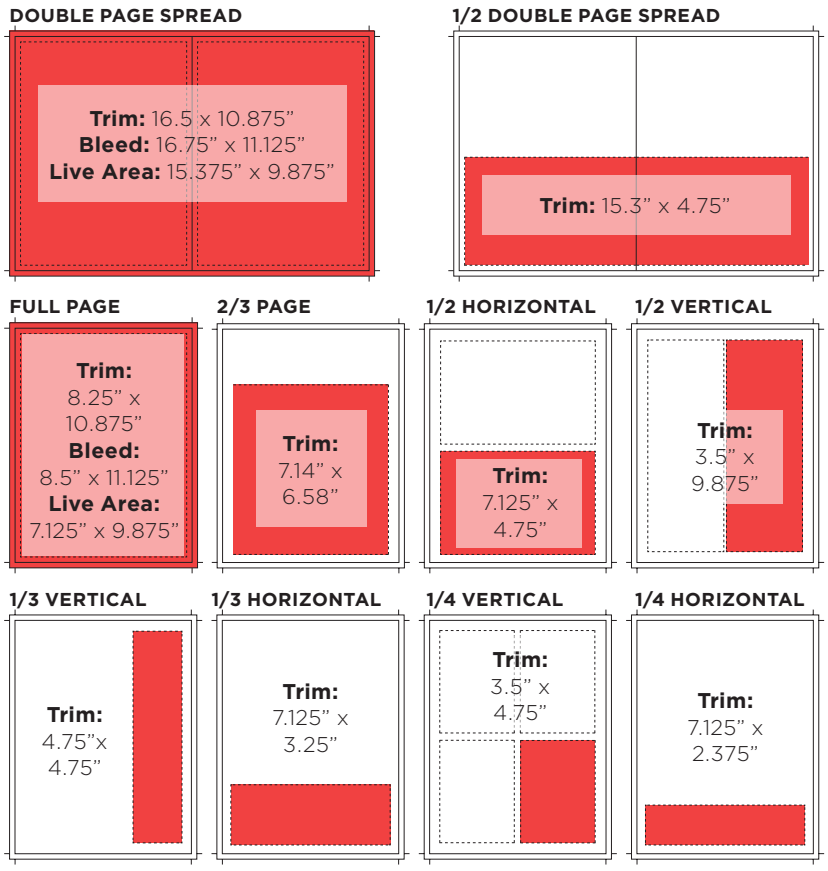
Looking to unlock your business's full digital potential? We can guide you through tailored strategies that lead to real growth. Reach out to Shawn at sbrook@seedworldgroup.com or 1-204-480-4958 to start a conversation that could transform your digital impact.

- Website
- Search Engine Optimization
- Social Media Platforms
- Email Marketing
- Content Marketing
- Paid Advertising
- Google My Business (GMB)
- Online Directories & Listings
- Landing Pages
- Video Marketing
- Analytics & Tracking
- Webinars

FULL CIRCULATION RATES	1X	2X	3X	4X	5X
DPS	$6,200	$5,500	$5,000	$4,500	$3,700
Full Page	$3,200	$2,800	$2,600	$2,300	$1,800
1/2 Page DPS	$2,900	$2,600	$2,300	$2,100	$1,700
2/3 Page	$2,700	$2,400	$2,100	$1,900	$1,500
1/2 Page	$1,800	$1,600	$1,400	$1,300	$1,000
1/3 Page	$1,700	$1,500	$1,300	$1,200	$850
1/4 Page	$1,300	$1,100	$1,000	$950	$700

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

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



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.

CONTACT

Shawn Brook President
sbrook@seedworldgroup.com

Craig Armstrong Vice President, Sales
carmstrong@seedworldgroup.com

Aiden Brook Business Development Manager
abrook@seedworldgroup.com

Dean French Business Development Manager
dfrench@seedworldgroup.com

Roxanne Murray Partner Growth Manager
rmurray@seedworldgroup.com

Marc Zienkiewicz *Seed World Canada* Editor
mzienkiewicz@seedworldgroup.com

Seed World Group
200-449 Main Street
P.O. Box 478
Oakbank, MB R0E 1J0
Canada
Toll Free: 1-877-710-3222