

The background of the cover features a close-up photograph of wheat stalks, with some in sharp focus and others blurred. A large, teal-colored geometric shape, resembling a stylized arrow or a series of overlapping triangles, points from the top left towards the center. This shape contains the text for the media kit. The overall design is modern and agricultural.

2027 MEDIA KIT

SeedWORLD^{EUROPE}

Tailored, seed-focused content, that provides unparalleled value to the industry, readers and advertisers.

seedworld.com/europe

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

With tailored, seed-focused content, *Seed World Europe* brings specialised media that provides unparalleled value to the industry, our readers and our advertisers. Our content fuses current issues with compelling analysis in addition to an array of digital offerings that take our audience to the heart of the stories that matter.

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 Europe* 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^{EUROPE} 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^{EUROPE} 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, personalised 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/europe or in our *Seed World Europe* E-newsletter, look no further than the *Seed World Europe* 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.

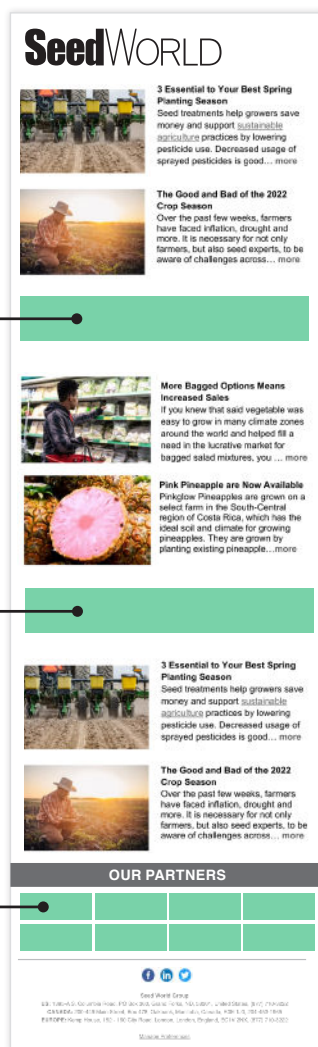
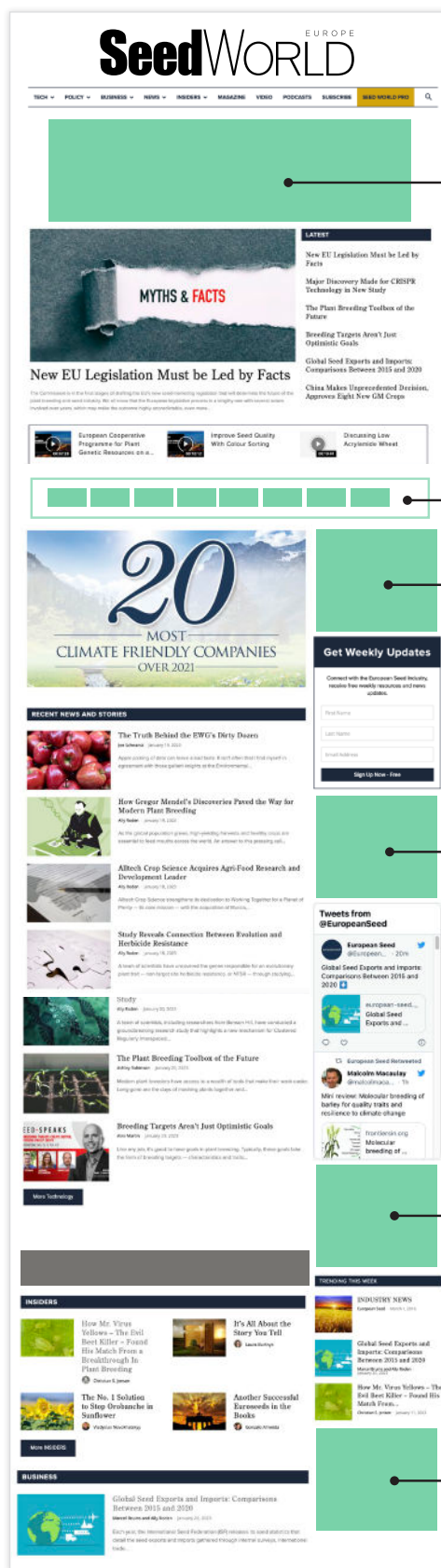
SEED WORLD EUROPE E-NEWSLETTERS

The *Seed World Europe* 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.

Few sectors sit as directly at the intersection of food security, climate resilience, innovation and international trade as the seed sector.

Across Europe, plant breeders and seed companies are responding to changing climate conditions, evolving regulation, new breeding technologies, shifting markets and growing expectations around sustainable agriculture.

Seed World Europe provides a dedicated platform for the people and organisations shaping that transition. Covering both European and global developments, it examines plant breeding and innovation, policy and regulation, intellectual property, seed trade and market access, seed production, seed health, genetic resources and the technologies transforming the sector.

Through print, digital, newsletters, video and events, *Seed World Europe* combines specialist reporting with analysis and expert perspectives. Our aim is to connect readers with the developments, people and ideas that matter to the business of seed.

This multiplatform approach also gives advertisers and partners the opportunity to reach a highly specialised audience throughout the year, across multiple formats and touchpoints.

READERS BY ORGANISATION

58%	Seed Companies
12%	Labs
11%	Retailers / Wholesalers / Brokers
10%	Breeders
5%	Government
4%	Universities



Industry Partner of Seed World Europe Media

PRINT DISTRIBUTION

10,050

Total
Market Reach

3,250

Total
Mailed Distribution

ONLINE IMPACT

8,426

Average
Monthly Users

17,936

Average Monthly
Page Views

DIGITAL IMPACT

5,155

Newsletter
Subscribers

18,432

Social Media
Followers

VOLUME 14

ISSUE 1

BREEDING FOR RESILIENCE



Climate volatility, changing pest and disease pressures and demands for more resource-efficient agriculture are reshaping plant breeding priorities. This issue explores how breeders are combining conventional breeding, genomics, NGTs, phenotyping and other technologies to develop varieties that can perform under increasingly challenging and variable conditions.

ISSUE 3

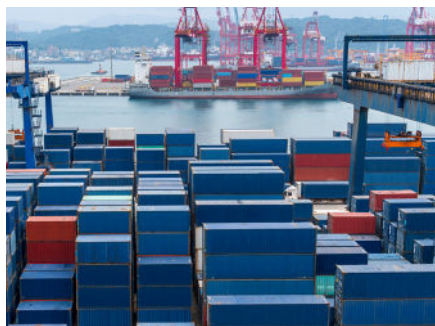
EUROPE'S NEW SEED RULEBOOK



Europe's regulatory framework for seed and plant breeding is entering a period of major change. From new rules for NGTs and plant reproductive material to variety registration, traceability, plant health and intellectual property, this issue examines how the new European rulebook will affect breeders, seed companies and international trade.

ISSUE 2

GLOBAL SEED TRADE AND MARKET ACCESS



Seed crosses borders through an increasingly complex landscape of trade agreements, phytosanitary requirements, certification systems and logistics. As global trading relationships shift, this issue examines what changing markets, regulatory barriers and geopolitical developments mean for seed movement, market access and business strategy.

BONUS DISTRIBUTION:

- ISF Congress

ISSUE 4

AI, DATA AND THE NEXT BREEDING REVOLUTION



Artificial intelligence, genomic prediction, advanced phenotyping, automation and speed breeding are beginning to converge. This issue explores how data and digital technologies are changing breeding decisions, shortening development cycles and reshaping the economics and organisation of plant breeding.

BONUS DISTRIBUTION:

- Euroseeds Congress

DEADLINES

ISSUE 1

Booking: Jan. 20, 2027

Material: Jan. 27, 2027

Mailboxes: Feb. 10, 2027

ISSUE 2

Booking: Apr. 7, 2027

Material: Apr. 14, 2027

Mailboxes: April 28, 2027

INTERNATIONAL EDITION

Booking: Apr. 14, 2027

Material: Apr. 21, 2027

ISSUE 3

Booking: June 30, 2027

Material: July 7, 2027

Mailboxes: July 21, 2027

ISSUE 4

Booking: Sept. 15, 2027

Material: Sept. 22, 2027

Mailboxes: Oct. 6, 2027

MAY

INTERNATIONAL EDITION



BONUS DISTRIBUTION:

- ISF World Seed Congress

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

SEEDWORLD.COM/EUROPE

DIGITAL	MONTHLY RATE
Sticky Bottom Leaderboard	€ 3000
Exit Pop-Up	€ 4000
Entrance Pop-Up	€ 4000
DIGITAL ADVERTISING PROGRAMS	MONTHLY RATE
1x Inline Banner Ad + 1x Brand Buzz	€ 2350
1x Medium Rectangle + 1x Inline Banner Ad	€ 1495

E-NEWSLETTERS

DIGITAL	DIMENSIONS	MONTHLY RATE
Newsletter Sponsorship	Logo & Brand Buzz	€ 4000/month
Custom E-Blast	600 pixel wide template	€ 2000/each
Brand Buzz	1000 word advertorial posted online and in our enewsletter. Features 600x350px image, with URL linking to your website	€ 2000/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 Europe Webinar	€ 7500
Add Registration & Attendee list	+ € 7500

FILE SUBMISSION & REQUIREMENTS

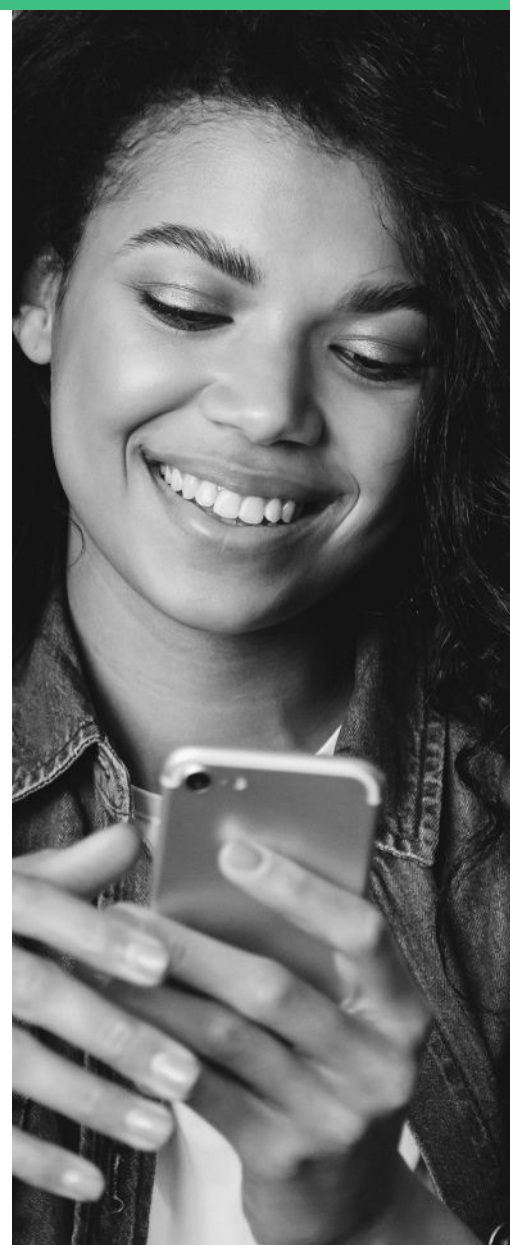
When submitting your artwork, please confirm it is built to the appropriate ad size and a jpg, tiff, eps, gif or PDF file and include a click-through URL. Final proofing is the responsibility of the advertiser. Files must be submitted one week prior to campaign launch to tramsomair@seedworldgroup.com.

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 Optimisation
- 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

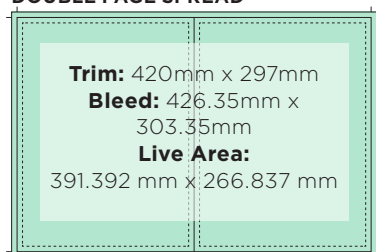
	1X	2X	3X	4X
DPS	€ 9,900	€ 6,300	€ 5,700	€ 5,100
Full Page	€ 3,600	€ 3,200	€ 2,900	€ 2,600
1/2 Page DPS	€ 3,500	€ 3,100	€ 2,800	€ 2,500
2/3 Page	€ 3,100	€ 2,800	€ 2,500	€ 2,200
1/2 Page	€ 2,000	€ 1,800	€ 1,600	€ 1,500
1/3 Page	€ 1,900	€ 1,700	€ 1,500	€ 1,400
1/4 Page	€ 1,300	€ 1,200	€ 1,100	€ 1,000

COVER POSITIONS

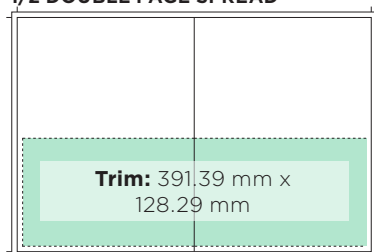
	1X	2X	3X	4X
Inside Front, Inside Back Cover	€ 4,100	€ 3,800	€ 3,400	€ 3,000
Outside Back Cover	€ 4,400	€ 3,900	€ 3,500	€ 3,100

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

DOUBLE PAGE SPREAD



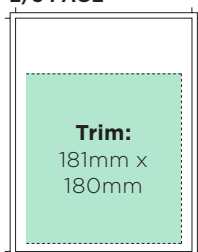
1/2 DOUBLE PAGE SPREAD



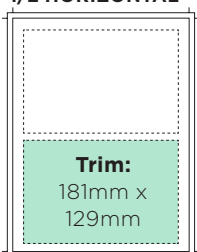
FULL PAGE



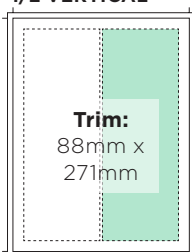
2/3 PAGE



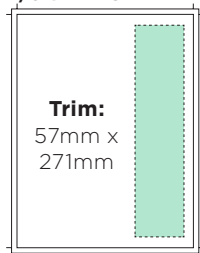
1/2 HORIZONTAL



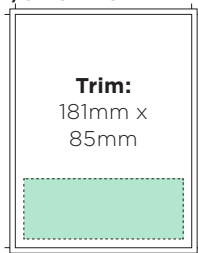
1/2 VERTICAL



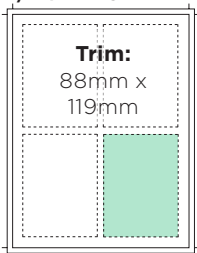
1/3 VERTICAL



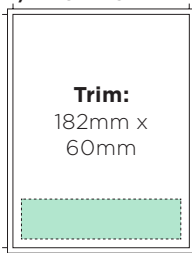
1/3 HORIZONTAL



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.

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