2027 **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

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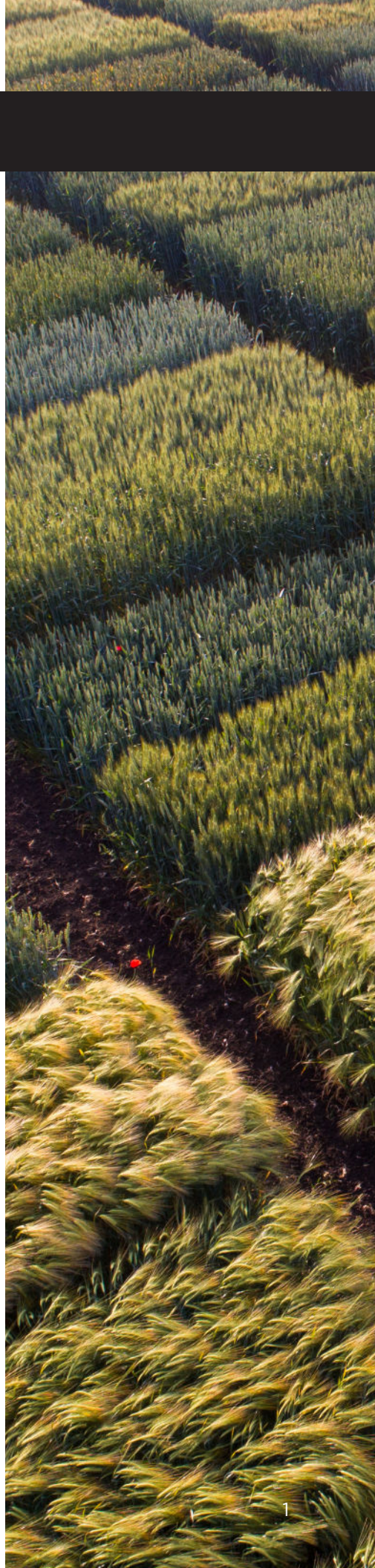


Need help creating content but don't have resources or platforms to do so? We can help.

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.

Seed World United States 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.

Seed World United States 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/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:

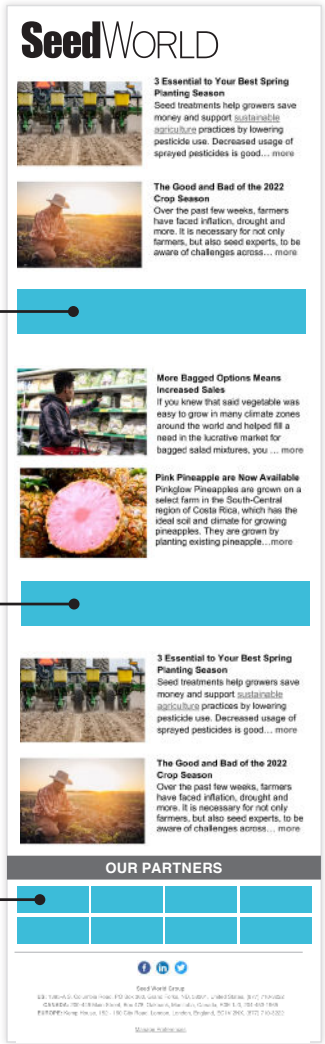
HOW IT WORKS

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

SEED WORLD U.S. E-NEWSLETTER

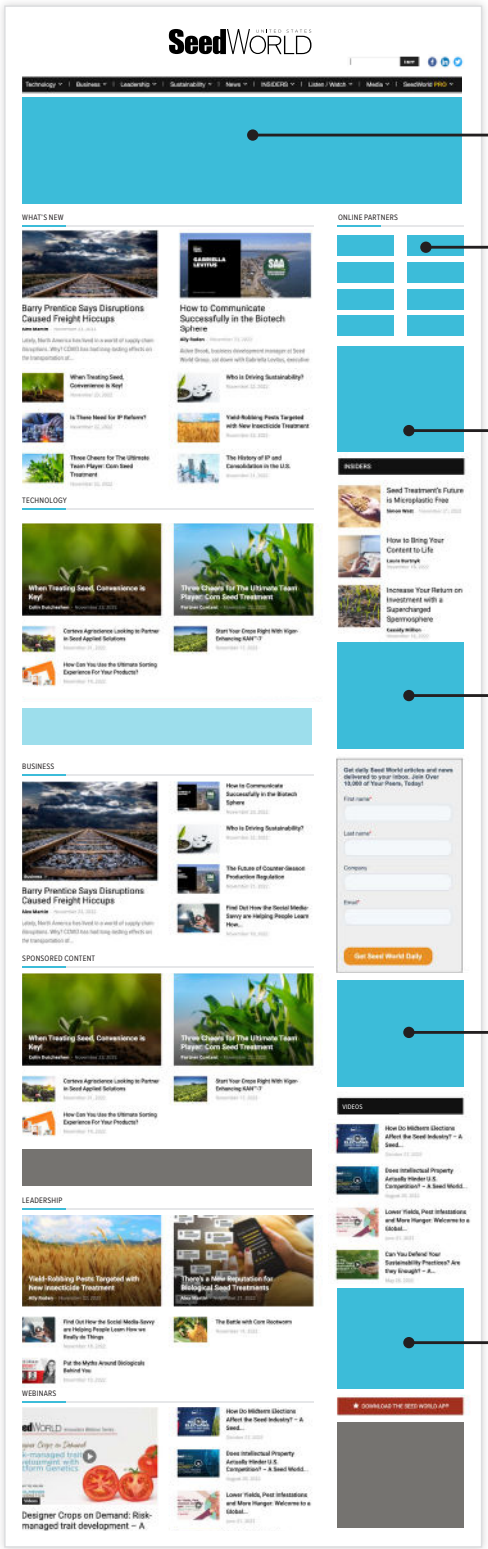
The *Seed World U.S.* E-newsletter is emailed once a week with multiple promotional vehicles available.

Monthly reports are generated for advertisers 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.*

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.

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

9,791
Average
Monthly Users

19,503
Average Monthly
Page Views

DIGITAL IMPACT

8,776
Newsletter
Subscribers

17,716
Social Media
Followers

JANUARY
INDEPENDENTS

BONUS DISTRIBUTION:
• IPSA Annual Conference

FEBRUARY
FLOWER & VEG

BONUS DISTRIBUTION:
• ASTA Vegetable & Flower Seed Conference

MAY
INTERNATIONAL

BONUS DISTRIBUTION:
• ISF World Seed Congress

JUNE
POLITICS

BONUS DISTRIBUTION:
• ASTA PLDC convention
• NAPB
• ASTA Management Academy

SEPTEMBER
LEADERSHIP

OCTOBER
FORAGE AND TURF

BONUS DISTRIBUTION:
• Western Seed Association Conference

DECEMBER
ROW CROPS

BONUS DISTRIBUTION:
• ASTA CSS & Seed Expo

DEADLINES

JANUARY
Booking: Nov. 18, 2026
Material: Nov. 25, 2026
Mailboxes: Dec. 16, 2026

FEBRUARY
Booking: Dec. 16, 2026
Material: Dec. 23, 2026
Mailboxes: Jan. 12, 2027

INTERNATIONAL EDITION
Booking: Apr. 14, 2027
Material: Apr. 21, 2027

JUNE
Booking: May 5, 2027
Material: May 12, 2027
Mailboxes: May 26, 2027

SEPTEMBER
Booking: July 21, 2027
Material: July 28, 2027
Mailboxes: Aug. 11, 2027

OCTOBER
Booking: Aug. 18, 2027
Material: Aug. 25, 2027
Mailboxes: Sept. 8, 2027

DECEMBER
Booking: Oct. 20, 2027
Material: Oct. 27, 2027
Mailboxes: Nov. 10, 2027

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

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
Newsletter Sponsor	Logo + Brand Buzz	$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 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.

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.

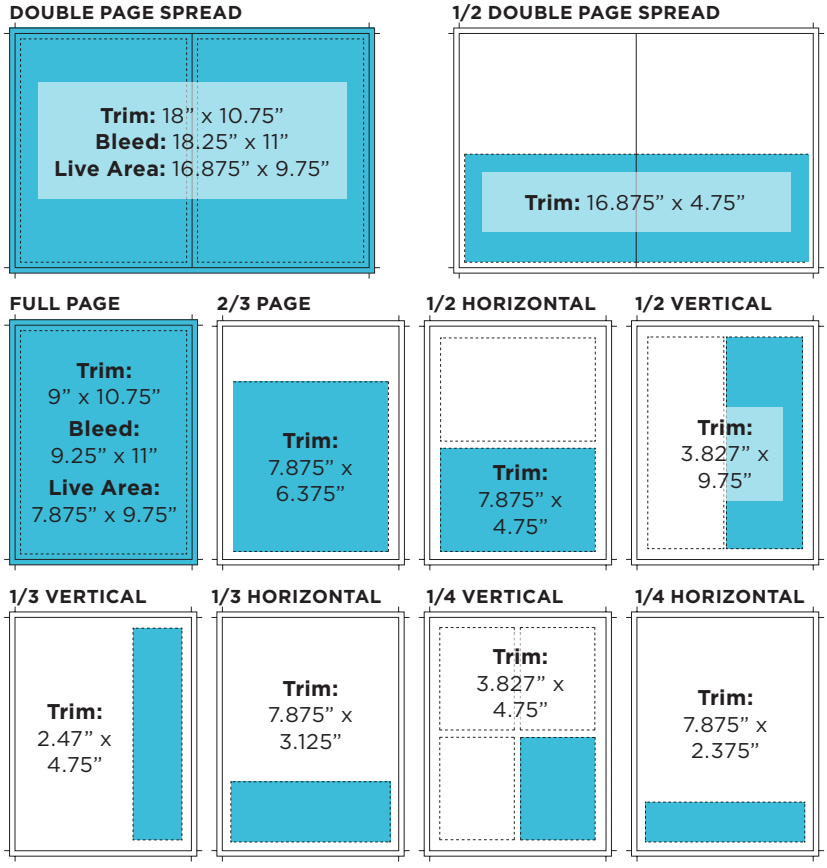
Looking to unlock your business's full digital potential? We can guide you through tailored strategies that lead to real growth. Reach out to Shawn at sbrook@seedworldgroup.com or 1-204-480-4958 to start a conversation that could transform your digital impact.

- 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	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.



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.

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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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