



europeanseed  
**Media Kit**

[Content](#) [Print](#) [Digital](#) [Newsletters](#) [Social Media](#) [Webinars](#) [Video](#) [Landing Pages](#) [Sponsorships](#)

# europeanseed

## Why European Seed Magazine?

- Meet the needs of the 7 billion euro seed industry in Europe.
- Endorsed by the European Seed Association.
- Tailored, seed-focused content, European Seed brings specialised media that provides unparalleled value to the industry, readers and advertisers.
- Your customers are influenced by what they read and see in European Seed.



Official Industry Partner of European Seed Media



**7 Billion Euros** the total value of commercial seed market in the EU

**3,500** the average number of new seed varieties added each year

**7,000** the number of seed companies in Europe

## Key Facts

### PRINT DISTRIBUTION

**9,370**

Total Market  
Reach

**3,604**

Total Mailed  
Distribution

### READERS BY ORGANIZATION

**58%** Seed Companies

**12%** Labs

**11%** Retailers/Wholesalers/Brokers

**10%** Breeders

**5%** Government

**4%** Universities

### ONLINE IMPACT

**4,099**

Average  
Monthly Users

**20,393**

Average Monthly  
Page Views

### DIGITAL IMPACT

**4,096+**

Newsletter  
Subscribers

**2,457+**

Social Media  
Followers

# europeanseed

## Editorial Line-Up

### VOL.8 - ISSUE 1



### VOL.8 - ISSUE 2



### VOL.8 - ISSUE 3



### VOL.8 - ISSUE 4



### 2021 DATES

#### ISSUE 1

Booking Deadline: January 18, 2021  
Creative Due: February 1, 2021

#### ISSUE 2

Booking Deadline: May 30, 2021  
Creative Due: April 9, 2021

#### ISSUE 3

Booking Deadline: July 30, 2021  
Creative Due: August 13, 2021

#### ISSUE 4

Booking Deadline: October 1, 2021  
Creative Due: October 15, 2021

### CUSTOM PUBLISHING

Talk to us about building custom advertorials to share your story, photos and company information.

# INSIDERS

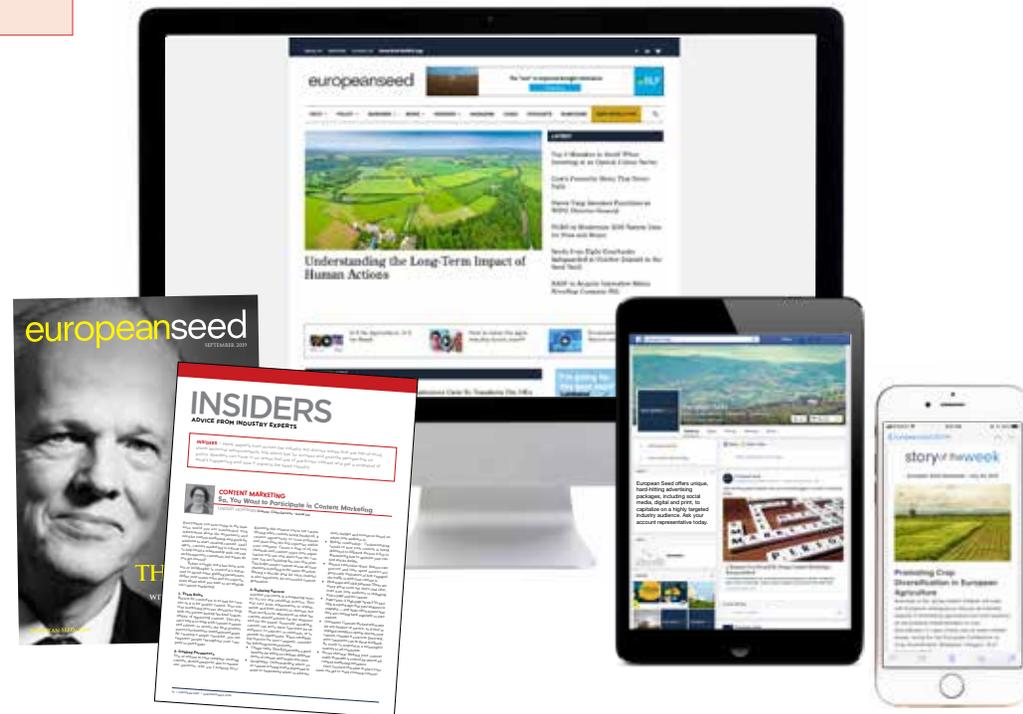
europeanseed

## INSIDERS Content marketing blue print

Connect with your audience and close more sales with our fully integrated content marketing template that has worked for dozens of companies like yours helping them build and deploy monthly articles to their seed industry prospects positioning their organization as go-to-experts. This includes reach and frequency down our print, digital and social media channels. Best part? You can do this without a marketing team of your own or having to write a single sentence of content. It's so simple and turn-key that you'll wish you had done this long ago.

### PROGRAM INCLUDES:

- Dedicated European Seed, INSIDER reporter to guide you through the process and write your column.
- 4 columns in 4 European Seed print editions - 400 words
- 12 months on European-seed.com - INSIDER department
- Monthly Facebook posts in our content feed
- Monthly Twitter posts to our Twitter network
- 2 rotating banner ads on European-seed.com
- Your INSIDER photo on each column
- Your picture featured on the INSIDER wall of fame - digital
- Monthly feature in our European Seed Story of the Week Newsletter
- Full page ad in all European Seed issues
- INSIDER icon on your website
- Comprehensive reporting
- Bi-monthly campaign review meetings

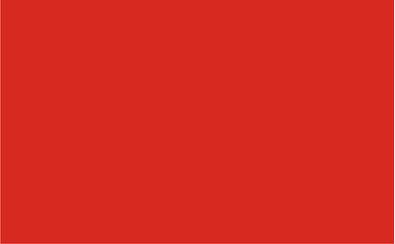


# europeanseed

## Creative Content Marketing Solutions

Talk to us about building custom advertorials, corporate profiles, or an Innovation Showcase to share your story.

### ADVERTORIAL



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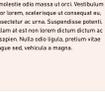
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### CORPORATE PROFILE

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**Fitness Studio Name**  
1234 Street Street  
City, State  
555.555.5555  
www.studiomaine.ca

### INNOVATION SHOWCASE

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## INTEGRATED CONTENT MARKETING PLATFORMS



Premium content marketing programs give you reach and extension through our multi-channel platforms to our highly engaged European Seed audience.

**European Seed INSIDERS:** A turnkey content marketing program in as little as 30 days. Giving you a strategic 12 month plan showcasing you as an industry thought leader, professional content development support and your own exclusive INSIDER category.

**European Seed Amplify:** Partnered content in the European Seed media platform. We'll create your monthly article leveraging your knowledge and expertise to deliver professional articles and content that supports your brand objectives.

Contact us today to learn more about these content marketing programs.

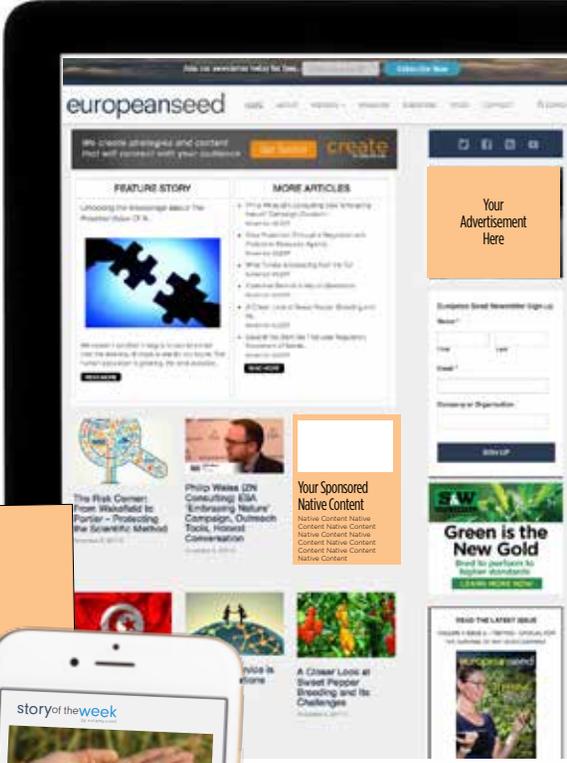
# AMPLIFY

## Amplify Done-for-you thought leadership system

Our premium content revenue and lead gen formula positions your thought leadership so you can 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.

### PROGRAM INCLUDES:

- 1x Full page article/month (print & digital)
- 2x monthly Twitter posts
- 2x Monthly Facebook posts
- 1x ES Story of the Week eNewsletter inclusions (monthly)
- 1x Medium rectangle ad placement on european-seed.com
- Full page print ad
- Create journalist to write content
- Content to link to your channels
- Comprehensive reporting
- Bi-monthly campaign review meetings



be **PRESENT**  
 be **COMPETITIVE**  
 be **DOMINANT**

**The bePresent, beCompetitive and beDominant methods for lead gen + increased sales**

Launch your next campaign with our “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.

**PROGRAM OPTIONS:**

**BE PRESENT**  
 4x Half Page Ad  
 3x Leaderboard Ad  
 2x Custom eBlast  
 3x Brand Buzz

**BE COMPETITIVE**  
 4x Full Page Ad  
 6x Medium Rectangle  
 3x Custom eBlast  
 3x Brand Buzz  
 BONUS: Landing Page

**BE DOMINANT**  
 Journalist to write your content  
 Full page articles  
 Social media marketing  
 Enewsletter marketing  
 Full page display ads  
 Digital banner advertising  
 Comprehensive reporting  
 Bi-monthly campaign review meetings

**INSIDERS AMPLIFY**

## Print Ad Rates

FULL CIRCULATION RATES	1X	2X	3X	4X
DPS	€ 9,985	€ 6,345	€ 5,710	€ 5,140
Full Page	€ 3,640	€ 3,250	€ 2,955	€ 2,635
1/2 Page DPS	€ 3,510	€ 3,160	€ 2,855	€ 2,560
2/3 Page	€ 3,105	€ 2,795	€ 2,515	€ 2,265
1/2 Page	€ 2,085	€ 1,870	€ 1,685	€ 1,510
1/3 Page	€ 1,970	€ 1,760	€ 1,585	€ 1,425
1/4 Page	€ 1,375	€ 1,240	€ 1,115	€ 1,000
COVER POSITIONS	1X	2X	3X	4X
Inside Front, Inside Back Cover	€ 4,186	€ 3,738	€ 3,398	€ 3,030
Outside Back Cover	€ 4,368	€ 3,900	€ 3,546	€ 3,162

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

## Premium Advertising Opportunities

### 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 bellyband is 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.

**NOTE:** PRICES VARY, CONTACT YOUR SALES ASSOCIATE FOR RATES AND DETAILS

### READERSHIP

# 9,370

Total Market Reach

# 3,604

Total Mailed Distribution

# 2.6

Readers Per Copy total pass along distribution

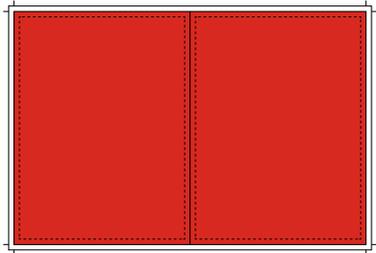
### DIGITAL FLIPBOOK EDITION

Get **BONUS EXPOSURE** to our global database



SPONSOR OPPORTUNITIES AVAILABLE UPON REQUEST

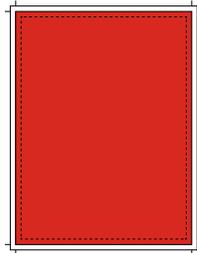
## Print Specifications



### DOUBLE PAGE SPREAD

Trim: 420mm x 297mm

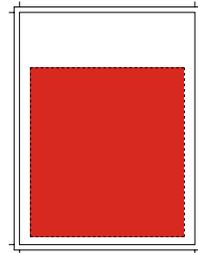
Bleed: 426.35mm x 303.35mm



### FULL PAGE

Trim: 210mm x 297mm

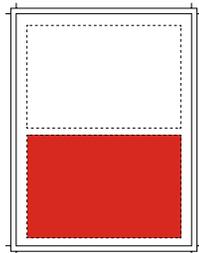
Bleed: 216.35mm x 303.35mm



### 2/3 PAGE

Trim: 181mm x 180mm

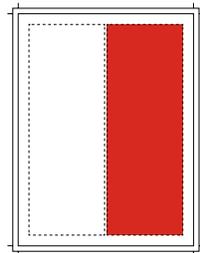
Bleed: N/A



### 1/2 HORIZONTAL

Trim: 181mm x 129mm

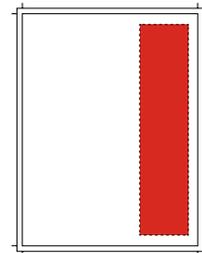
Bleed: N/A



### 1/2 VERTICAL

Trim: 88mm x 271mm

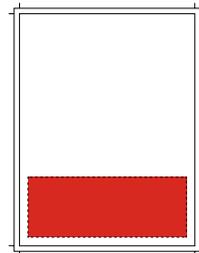
Bleed: N/A



### 1/3 VERTICAL

Trim: 57mm x 271mm

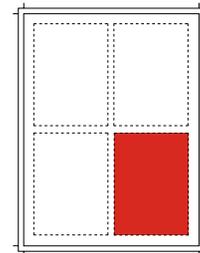
Bleed: N/A



### 1/3 HORIZONTAL

Trim: 181mm x 85mm

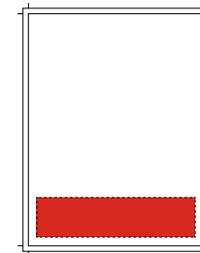
Bleed: N/A



### 1/4 VERTICAL

Trim: 88mm x 119mm

Bleed: N/A



### 1/4 HORIZONTAL

Trim: 182mm x 60mm

Bleed: N/A

## FILE SUBMISSION & REQUIREMENTS

- We accept: Jpegs, tifs, eps and pdf files at a resolution of at least 300 dpi
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- All fonts must be included
- All links/images used must be included
- All pantone/spot colors must be converted to CMYK
- Final proofing is the responsibility of the advertiser

# europeanseed

## Online Rates

### EUROPEAN-SEED.COM

DIGITAL	DIMENSIONS	MONTHLY RATE
Leaderboard Ad	728 x 90 pixels	€ 750
Medium Rectangle	300 x 250 pixels	€ 450
Sponsored Post		€ 1000
Keyword Sponsorship		€ 1000
Carousel Ad		€ 750
Inline Video Ad		€ 2000
Roll-Down Takeover		€ 3000
Website Brand Buzz		€ 1000
Sticky Bottom Leaderboard		€ 1500
Exit Pop-Up		€ 3000
Entrance Pop-Up		€ 4000





**EUROPEAN SEED APP**




**SPONSORSHIP OPPORTUNITIES AVAILABLE UPON REQUEST**

## E-NEWSLETTERS Reach 4,096+ Digital Subscribers



DIGITAL	DIMENSIONS	MONTHLY RATE
ES Story of the Week Sponsorship	600 x 100 pixels	€ 1340/4 Issues
Custom Eblast	600 pixel wide template	€ 890/each
Brand Buzz	200 word advertorial highlighting your products or services, complete with a logo, photo & links	€ 800/each



## SOCIAL MEDIA

Facebook & Twitter	Content/images/video/URL	€ 80/each channel
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### DIGITAL FILE SUBMISSION

- We accept: Jpegs, tifs, eps, gif and pdf files
- Please submit click-thru URL with all digital ads
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- Final proofing is the responsibility of the advertiser
- All files must be submitted one week prior to campaign launch

**DIGITAL FILES CAN BE SENT TO:  
TRAMSOOMAIR@SEEDWORLDGROUP.COM**

## Digital Opportunities

EUROPEAN-SEED.COM



### LEADERBOARD AD

A leaderboard is a popular type of banner advertisement. Offering advertisers a great deal of space in a prominent position



### MEDIUM RECTANGLE

One of the most common display ad sizes, your advertisement is prominent on the sidebar with multiple positions to get noticed



### SPONSORED POSTS

Content created by the publication and posted to the website is accompanied by a "Sponsored By..." introductory logo and website hyperlink at the top of the post



### KEYWORD SPONSORSHIP

Sponsor a keyword in a specific post so that every time the word appears, it can be clicked on and will link to a sponsor's advertisement or website



### CAROUSEL AD

Tell the story of your brand with a carousel advertisement that displays different ads of the same spec, one after another, all featuring a single sponsor's products and services in a storyline format



### INLINE VIDEO AD

Video advertisement that visitors can click on/roll over to have the video play



### WEBSITE BRAND BUZZ

Article/story-based advertisement that consists of a longer description of a sponsor's product or service, or information they want to relay, which is placed within our publication's posts



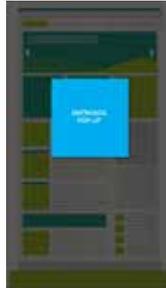
### ROLL-DOWN TAKEOVER

Sponsor logo will be shown at the top of the home page, and when it is rolled over will "roll down" to expand into a prominent advertisement



### STICKY BOTTOM LEADERBOARD

Bottom leaderboard advertisement, exclusive to one sponsor, that stays on the bottom of the user's screen as they scroll, until the user physically closes the ad



### ENTRANCE POP-UP

Advertisement pop-up that displays on screen for 15 seconds upon arrival to the website



### EXIT POP-UP

Advertisement pop-up that displays on screen upon leaving the website

## DIGITAL FILE SUBMISSION

- We accept: Jpegs, tifs, eps, gif and pdf files
- Please submit click-thru URL with all digital ads
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- Final proofing is the responsibility of the advertiser
- All files must be submitted one week prior to campaign launch

**DIGITAL FILES CAN BE SENT TO: TKURJEWICZ@SEEDWORLDGROUP.COM**

## Innovation Webinar Series



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 the retail audience.

**73%** of B2B marketers and sales leaders say a webinar is the best way to generate high-quality leads \*InsideSales.com

Prospects who sign-up for webinars are already familiar with your brand and interested in your expertise and thought leadership on a specific subject. Those who attend are providing a deeper level of brand engagement by giving up their time to learn from you. Marketers need to take advantage of this time in order to retain interest: provide valuable commentary and educational materials; use polls, Q&A, surveys and chat to gather more information and have a clear call-to-action at the end of the webinar.

Our team will work with you to promote and execute your webinar.

Partner webinar series:

- We provide the technology platform to host the webinar for you
- We give you 4 weeks of pre-webinar marketing/promotion through all our channels - website, custom eblasts, newsletters, social media
- We provide a registration sign up page
- We provide pre-webinar reminders to all registrants alerting them to add this event to their calendar
- We provide a European Seed host to moderate the webinar
- Pre-webinar rehearsal prior to live event
- Live polling and questions to engage audience
- Post-show email promoting webinar recording
- Analytic reporting
- Link provided of recorded webinar for on demand viewing on european-seed.com. We archive it on our site for evergreen viewing

### RATE

European Seed Webinar	€ 5000
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