

SeedWORLD Media Kit

Content Print Digital Newsletters Social Media Webinars Video Landing Pages Sponsorships



Why Seed World Magazine?

- For more than 100 years, Seed World has been covering the news and issues shaping the U.S. seed industry.
- Seed World offers the best seed-related editorial content. You can associate your brand with that content.
- Seed World is the most-featured and sought-after print media at trade shows and conferences.
- Advertising in Seed World print conveys a favorable and credible industry reputation to your customers and prospects.
- Your customers are influenced by what they read and see in Seed World.
- Partnered with several key industry associations.



ASSOCIATION & INTERNATIONAL PARTNERS



Key Facts

PRINT DISTRIBUTION

20,622

Total Market
Reach

8,966

Total Mailed
Distribution

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

ONLINE IMPACT

16,291

Average
Monthly Users

36,969

Average Monthly
Page Views

DIGITAL IMPACT

10,441+

Newsletter
Subscribers

7,153+

Social Media
Followers

SeedWORLD

Editorial Line-Up

JANUARY



FEBRUARY



MAY



JUNE



SEPTEMBER



OCTOBER



DECEMBER



STRATEGY

Strategy will bring together experts to discuss a hot button issue in the industry for an interactive webinar. The webinar is an extension to the article that appeared in the most recent issue of Seed World, with full print circulation and available online, with added traffic drivers. Contact us to discuss sponsorship opportunities.

CUSTOM PUBLISHING

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

2021 DATES

JANUARY

Booking Deadline: November 20, 2020
Creative Due: December 4, 2020

FEBRUARY

Booking Deadline: December 11, 2020
Creative Due: December 18, 2020

MAY

Booking Deadline: April 9, 2021
Creative Due: April 23, 2021

JUNE

Booking Deadline: April 23, 2021
Creative Due: May 7, 2021

SEPTEMBER

Booking Deadline: July 5, 2021
Creative Due: July 19, 2021

OCTOBER

Booking Deadline: August 15, 2021
Creative Due: August 29, 2021

DECEMBER

Booking Deadline: October 22, 2021
Creative Due: November 5, 2021

SeedWorld

Creative Content Marketing Solutions

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

ADVERTORIAL

CORPORATE PROFILE

INNOVATION SHOWCASE

INTEGRATED CONTENT MARKETING PLATFORMS

SeedWORLD INSIDERS

SeedWORLD AMPLIFY

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

Seed World 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.

Seed World Amplify: Partnered content in the Seed World 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.

Need More Information? Contact us: marketing@issuesink.com • 1-877-710-3222

INSIDERS

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 Seed World, INSIDER reporter to guide you through the process and write your column.
- 6 columns in 6 Seed World print editions - 400 words
- One column in Seed World, International Edition - print
- 12 months on Seedworld.com – INSIDER department
- Monthly Facebook posts in our content feed
- Monthly Twitter posts to our Twitter network
- 2 rotating banner ads on Seedworld.com
- Your INSIDER photo on each column
- Your picture and bio featured online
- Monthly feature in our Seed World Daily Enewsletter
- Full page ad in 6 Seed World issues
- INSIDER icon on your website
- Comprehensive reporting
- Bi-monthly campaign review meetings



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 Seed World Daily eNewsletter inclusions (monthly)
- 1x Medium rectangle ad placement on seedworld.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

6x Half Page Ad
3x Medium Rectangle
3x Brand Buzz

BE COMPETITIVE

6x Full Page Ad
3x Custom eBlast
6x Medium Rectangle
3x Brand Buzz

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	5X	6X
DPS	\$4,950	\$4,455	\$4,210	\$3,960	\$3,710	\$3,465
Full Page	\$2,530	\$2,280	\$2,190	\$2,025	\$1,895	\$1,770
1/2 Page DPS	\$2,310	\$2,080	\$1,965	\$1,850	\$1,730	\$1,615
2/3 Page	\$2,145	\$1,930	\$1,820	\$1,715	\$1,610	\$1,505
1/2 Page	\$1,430	\$1,290	\$1,215	\$1,145	\$1,070	\$1,010
1/3 Page	\$1,265	\$1,140	\$1,075	\$1,012	\$950	\$885
1/4 Page	\$1,045	\$940	\$890	\$835	\$785	\$730

COVER POSITIONS

	1X	2X	3X	4X	5X	6X
Inside Front, Inside Back Cover	\$3,300	\$2,970	\$2,805	\$2,640	\$2,475	\$2,310
Outside Back Cover	\$3,630	\$3,270	\$3,085	\$2,905	\$2,720	\$2,540
1/2 Page DPS on the Table of Contents	\$3,190	\$2,870	\$2,710	\$2,550	\$2,390	\$2,235

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.

READERSHIP

20,622

Total Market Reach

8,966

Total Mailed Distribution

2.3

Readers Per Copy
total pass along distribution

DIGITAL FLIPBOOK EDITION

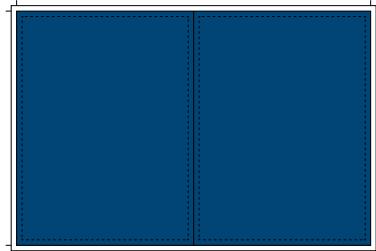
Get **BONUS EXPOSURE** to our global database



SPONSOR OPPORTUNITIES
AVAILABLE UPON REQUEST

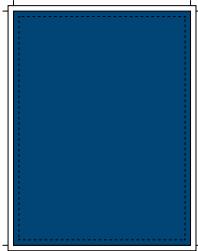
NOTE: PRICES VARY, CONTACT YOUR SALES ASSOCIATE FOR RATES AND DETAILS

Print Specifications



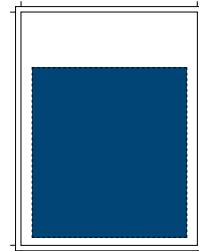
DOUBLE PAGE SPREAD

Trim: 18" x 10.75"
Bleed: 18.25" x 11"
Live Area: 16.875" x 9.75"



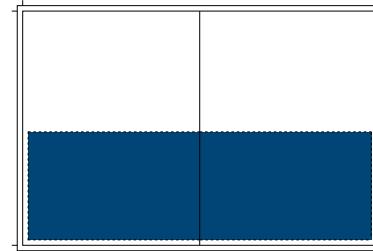
FULL PAGE

Trim: 9" x 10.75"
Bleed: 9.25" x 11"
Live Area: 7.875" x 9.75"



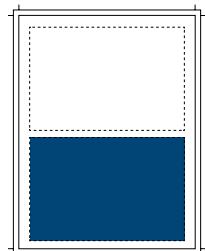
2/3 PAGE

Trim: 7.875" x 6.375"
Bleed: N/A
Live Area: N/A



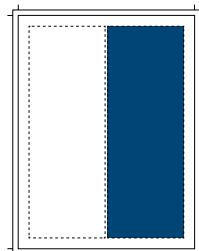
1/2 DOUBLE PAGE SPREAD

Trim: 16.875" x 4.75"
Bleed: N/A
Live Area: N/A



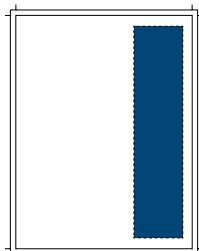
1/2 HORIZONTAL

Trim: 7.875" x 4.75"
Bleed: N/A
Live Area: N/A



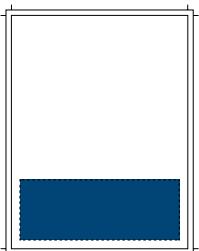
1/2 VERTICAL

Trim: 3.827" x 9.75"
Bleed: N/A
Live Area: N/A



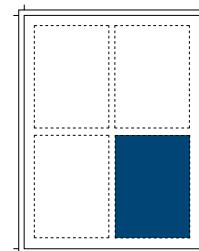
1/3 VERTICAL

Trim: 2.47" x 4.75"
Bleed: N/A
Live Area: N/A



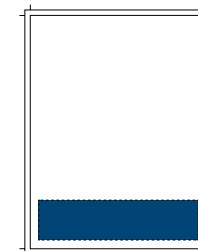
1/3 HORIZONTAL

Trim: 7.875" x 3.125"
Bleed: N/A
Live Area: N/A



1/4 VERTICAL

Trim: 3.827" x 4.75"
Bleed: N/A
Live Area: N/A



1/4 HORIZONTAL

Trim: 7.875" x 2.375"
Bleed: N/A
Live Area: 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

Online Rates

SEEDWORLD.COM

DIGITAL	DIMENSIONS	MONTHLY RATE
Leaderboard Ad	728 x 90 pixels	\$950
Medium Rectangle	300 x 250 pixels	\$600
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



E-NEWSLETTERS

Reach 10,441+ Digital Subscribers

DIGITAL	DIMENSIONS	MONTHLY RATE
Seed World Daily Sponsorship	600 x 100 pixels	\$2000/2 weeks
Seed Week Sponsorship	600 x 100 pixels	\$2000/4 issues
Custom Eblast	600 pixel wide template	\$1500/each
Brand Buzz	200 word advertorial highlighting your products or services, complete with a logo, photo & link.	\$800/each

SOCIAL MEDIA

Facebook & Twitter & LinkedIn	Content/images/video/URL	\$100/each channel
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SEED WORLD APP

Download on the
App Store

GET IT ON
Google Play

SPONSORSHIP OPPORTUNITIES
AVAILABLE UPON REQUEST

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

SEEDWORLD.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 of the website 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
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**DIGITAL FILES CAN BE SENT TO:
TRAMSOOMAIR@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 a captive audience.

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 Seed World 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 seedworld.com. We archive it on our site for evergreen viewing

RATE

Seed World Webinar	\$5000
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73% of B2B marketers and sales leaders say a webinar is the best way to generate high-quality leads *InsideSales.com