

GERMINATION **Media Kit**



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

GERMINATION

Why Germination Magazine?

- For more than 20 years, Germination has been covering the news and issues shaping the Canadian seed industry.
- Readers trust Germination, and we have seen a steady increase in readership of both print and digital content.
- Advertising in Germination magazine conveys a favourable and credible industry reputation to your customers and prospects.
- Your customers are influenced by what they read and see in Germination.



91% of readers make purchasing decisions for their businesses.

77% of readers read Germination within 7 days of receiving it.

95% of readers rank Germination as their most important source of seed industry information.

Key Facts

PRINT DISTRIBUTION

16,351
Total Market Reach

8,606
Total Mailed Distribution



ONLINE IMPACT

2,650
Average Monthly Users

6,566
Average Monthly Page Views

DIGITAL IMPACT

3,954⁺
Newsletter Subscribers

2,846⁺
Social Media Followers

GERMINATION

Editorial Line-Up

JANUARY



**PILLARS OF PROFESSIONALISM
PEOPLE WHO HELP OTHERS TAKE THEIR CAREERS TO THE NEXT LEVEL**

Also:

- New Player in Pulses: The Lupin Bean
- China Ups its Seed Game
- Do GMOs Have an Image Problem?

BONUS DISTRIBUTION:

- SSGA Meeting
- IPSA Annual Conference
- AB Co-op plants
- ASGA Annual Meeting
- FarmTech
- CAAR Convention
- PGDC Mtg

SEPTEMBER



**CANADA TAKES THE WORLD STAGE
A LOOK AT HOW CANADA IS MAKING ITS MARK IN GLOBAL SEED**

Also:

- Climate Review: How Seed Growers Fared Over the Summer
- Phyto Update: How Vegetable Seed Suppliers are Adapting
- Stripe Rust: New Research, New Hope

BONUS DISTRIBUTION:

- CSGA and CSTA Annual Meeting

MARCH



**MANAGEMENT MAVERICKS
INFLUENTIAL MANAGERS WHO MAKE THEIR ORGANIZATIONS WORK BETTER**

Also:

- Canada's Pedigreed Seed Acreage: 2021 Snapshot
- Canada on the World Barley Stage
- 2022 CPBI Award winner profiles

NOVEMBER



**INDUSTRY CORNERSTONES
INFLUENTIAL EXECUTIVES WHO MOVE THE NEEDLE**

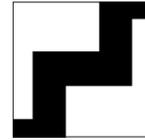
Also:

- Impacts of Foreign Ownership on Canada
- Regulatory Modernization: What we Accomplished in 2022
- Seed Regulatory Modernization: Potentials for Change

BONUS DISTRIBUTION:

- CSTA Semi-Annual Meeting
- CSGA InterProvincial Meetings:
- ASTA
- Crop Life GrowCanada Conference

JULY



**SEED TREATMENT
STEP CHANGE
INNOVATIONS IN
SEED TREATMENT**

Also:

- Drought and Flooding: How Breeders are Prepared for Anything
- Palmer Amaranth on the Prairies: What can Chemistry do?
- Why Football Players Prefer Real Grass

BONUS DISTRIBUTION:

- IV Seed Congress of the Americas

RETAIL ROUNDTABLE

Retail Roundtable will bring together a panel of experts to discuss a hot button issue in the industry for an interactive webinar. The webinar will be the catalyst for an article in the following issue of Germination, 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.

2022 DATES

JANUARY

Booking Deadline: November 26, 2021
Creative Due: December 16, 2021
Mailboxes: January 3, 2022

MARCH

Booking Deadline: February 4, 2022
Creative Due: February 18, 2022
Mailboxes: March 11, 2022

JULY

Booking Deadline: May 27, 2022
Creative Due: June 10, 2022
Mailboxes: June 30, 2022

SEPTEMBER

Booking Deadline: July 21, 2022
Creative Due: August 4, 2022
Mailboxes: August 25, 2022

NOVEMBER

Booking Deadline: September 16, 2022
Creative Due: September 20, 2022
Mailboxes: October 21, 2022

INSIDERS

CONTENT MARKETING PROGRAM

WE MAKE YOU THE LEADING INDUSTRY EXPERT.

We craft a content advice column for you and feature it across all our media channels.

Each column positions you as the leading expert in your field.

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.

INSIDERS

SARAH FOSTER
PRESIDENT AND BENO
Sarah@seedlabs.ca
@SarahFoster2020

Why we Turned our into an Elementary

NEVER MY wildest dreams did I think our lab would become an elementary school. Here in Alberta we recently had its conception. That's a concern for many, including several of our employees with young school-age children. The safety of our staff is paramount. If we put our customers at risk, both in terms of reduced service and in potential exposure to the virus.

So, with everyone's best interests in mind, we recently hired tutor Brianna Moore, a trained child psychologist and speech pathologist, to teach up to 11 children in what used to be our boardroom.

It's funny to think of our Niska location as a rural schoolhouse. At one time, all over the province, as they did in every packed-up school bus, one by one they shut down in favour of large schools based in more populated areas.

In some ways, this represents the natural evolution of our society. As many rural villages died out, a only made sense to send children to more centralized schools. But when a virus is going around, suddenly big schools with big class sizes become a liability and put public health at stake.

So, as you can see, it's not just a matter of location. We're for crafts, a kitchen for of take place. The kids are parents work am. until 4. No, we're educating in times it become of child workday somehow we've in favour of "moodle" at a test. We can't put a what? the b

INSIDERS

GARRY HAMILTON
TECHNICAL SERVICES
WHOLESALE SERVICE
garry@seedlabs.ca
@garryhamilton

There's 2 kinds of After-Sales Support, and They're Equally Important

WE TAKE PRIDE in providing quality machinery. It's key to success in the value sector where and in need that comes after a sale is made and that's after-sales service and support.

I've learned there are two kinds of after-sales support and both are equally as critical to ensuring customers are well supported when they need help.

Immediate after-sales support. This is where equipment is delivered, installed, and they are trained to use it. There's a well-managed flow so in after a customer makes a purchase. After the equipment is collected when I come in, I make contact with the customer and get ready to work and all the links are worked out.

There's a series of documents we've developed over the years based on experience, including assembly guidelines and checklists that both we and the customer use to install and fine-tune things prior to beginning the testing process.

Long-term after-sales support. Prevention maintenance is key and something we focus on carefully. We advise customers to regularly check back, hearing, oil changes, and more. Having a wide range of parts available in our warehouse is crucial to this second kind of support.

Putting this into action can come in a number of forms. We can remotely guide customers on what to do or we can come out and show. Or, we can stage one and do it independently. Telling that practice step really helps find potential areas before they cause downtime.

There's no charge for long-term support, but with our team's advice of years of collective experience, we've created an intuitive process, that we believe knower be.

INSIDERS

LAURA BURTNIK
PRODUCT COORDINATOR
SEED WORLD CREATE
laura@seedworldcreate.com
@lauraburtnik

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GERMINATION

USC LPTX LITE AFFORDABLE AUTOMATED CUSTOMIZED. YOUR TREATER. YOUR WAY. LEARN MORE

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SEED SPEAKS

SEED HEALTH & TESTING
Bacterial Leaf Streak: An Emerging Threat

SEED DRYING
Seed Speaks Episode 2: Employee Retention

Here's the Latest on what's Happening with Seed Regulatory Modernization
Matt Zienkiewicz | June 21, 2021

SEED HEALTH & TESTING
How a Schooling Experiment Helped us Think of New Ways to Engage Youth

PARTNER CONTENT
Download our 2021 Growing Season Lab Testing Calendar

Get Weekly Updates

Connect with the Canadian Seed Industry, receive free weekly resources and news updates.

Midge Tolerant Wheat: A SWOT Analysis
June 15, 2021

How to Embark on Your Customer Value Journey
June 15, 2021

As he Enters Retirement, Joe Funk Looks Back on a Life...
June 14, 2021

Tracking Equipment Wrap-Up Checklist
June 11, 2021

Twitter | Tweets | Replies | Media | Likes

Germination @Germination_ · 2021-06-19
Supply chain problems don't have to mean angry customers. Instead, business owners can use the opportunity as an opportunity to better relate to their customers' needs, says Mark McCall of @SeedWorldCreate. #SeedWorldCreate #INSIDERS

Germination @Germination_ · 2021-06-17
For more than two decades, USC's treating equipment has shaped the way seed and treatment came together. @USC_LPTX #PartnerContent @SeedWorldCreate

AMPLIFY

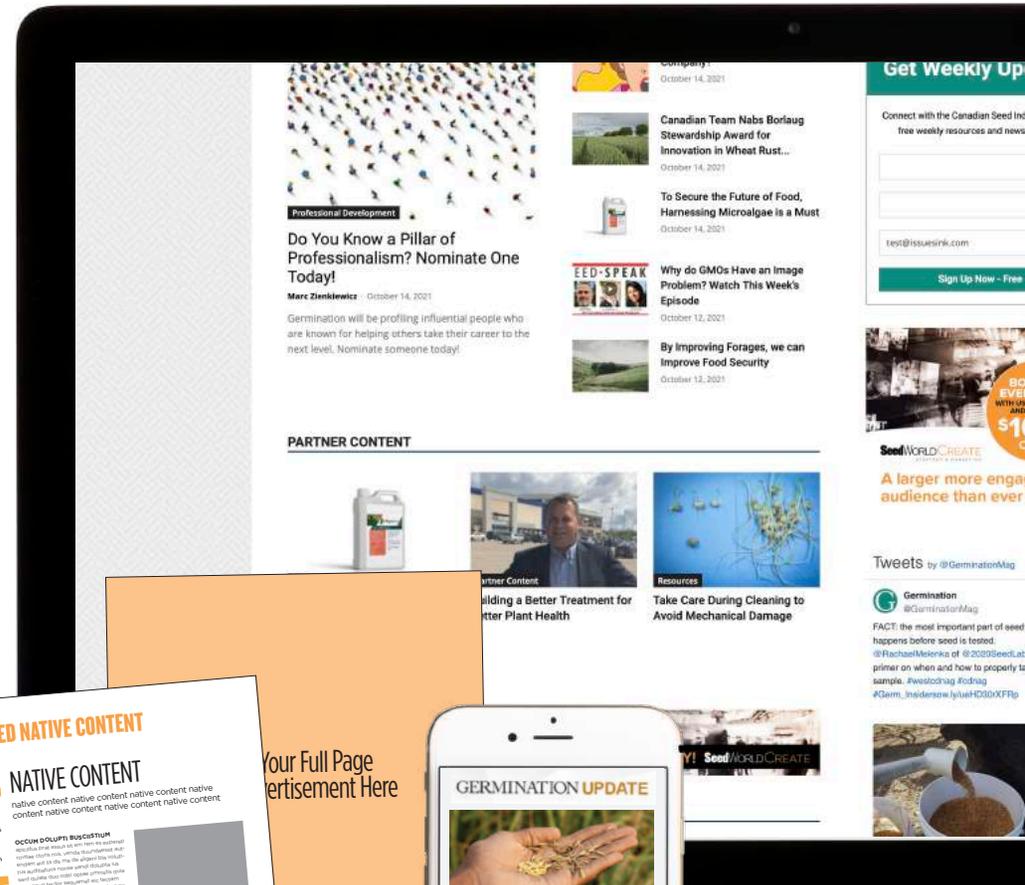
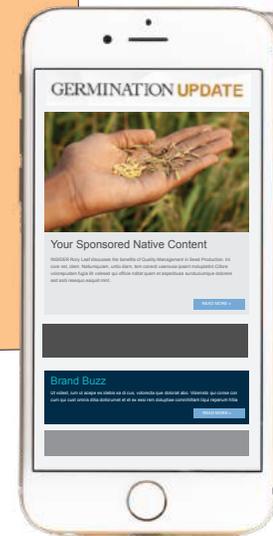
Germination AMPLIFY is partnered content in the Germination Media Platform.

Hyper-targeted content marketing - **POSITIONING YOU AS A MARKET LEADER**

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.



Your Full Page advertisement Here



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

- 5x Half Page Ad
- 3x Leaderboard Ad
- 1x Custom eBlast
- 3x Brand Buzz

BE COMPETITIVE

- 5x Full Page Ad
- 6x Leaderboard Ad
- 1x Custom eBlast
- 4x 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

GERMINATION

Print Ad Rates

FULL CIRCULATION RATES	1X	2X	3X	4X	5X
DPS	\$5,100	\$4,590	\$4,335	\$4,080	\$3,825
Full Page	\$2,600	\$2,340	\$2,210	\$2,080	\$1,950
1/2 Page DPS	\$2,500	\$2,250	\$2,125	\$2,200	\$1,875
2/3 Page	\$2,175	\$1,960	\$1,850	\$1,740	\$1,630
1/2 Page	\$1,425	\$1,282	\$1,211	\$1,140	\$1,069
1/3 Page	\$1,180	\$1,062	\$1,003	\$944	\$885
1/4 Page	\$1,025	\$923	\$871	\$820	\$769

COVER POSITIONS	1X	2X	3X	4X	5X
Inside Front, Inside Back Cover	\$3,300	\$2,970	\$2,805	\$2,640	\$2,475
Outside Back Cover	\$3,600	\$3,240	\$3,060	\$2,880	\$2,700
1/2 Page DPS on the Table of Contents	\$3,190	\$2,870	\$2,710	\$2,550	\$2,390

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

16,351
Total Market Reach

8,606
Total Mailed
Distribution

1.9
Readers Per Copy
total pass along
distribution

DIGITAL FLIPBOOK EDITION

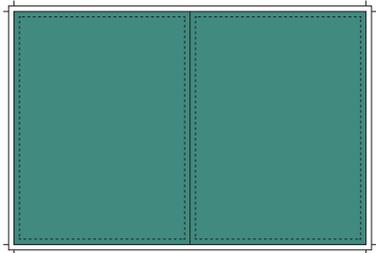
Get **BONUS**
EXPOSURE to our
global database



SPONSOR OPPORTUNITIES
AVAILABLE UPON REQUEST

GERMINATION

Print Specifications

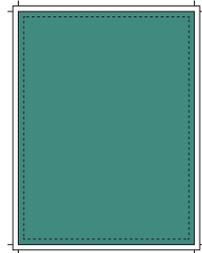


DOUBLE PAGE SPREAD

Trim: 16.5 x 10.875"

Bleed: 16.75" x 11.125"

Live Area: 15.375" x 9.875"

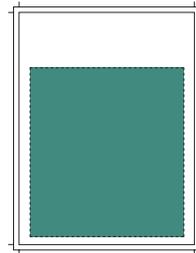


FULL PAGE

Trim: 8.25" x 10.875"

Bleed: 8.5" x 11.125"

Live Area: 7.125" x 9.875"

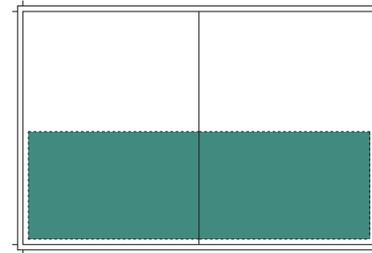


2/3 PAGE

Trim: 7.14" x 6.58"

Bleed: N/A

Live Area: N/A

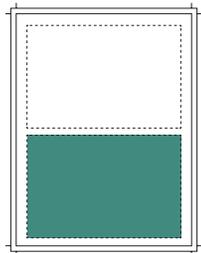


1/2 DOUBLE PAGE SPREAD

Trim: 15.3" x 4.75"

Bleed: N/A

Live Area: N/A

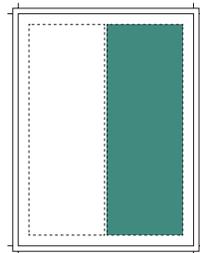


1/2 HORIZONTAL

Trim: 7.125" x 4.75"

Bleed: N/A

Live Area: N/A

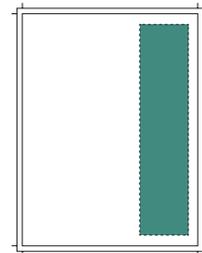


1/2 VERTICAL

Trim: 3.5" x 9.875"

Bleed: N/A

Live Area: N/A

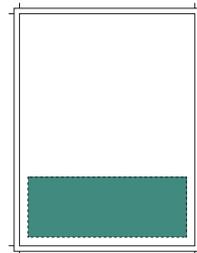


1/3 VERTICAL

Trim: 4.75" x 4.75"

Bleed: N/A

Live Area: N/A

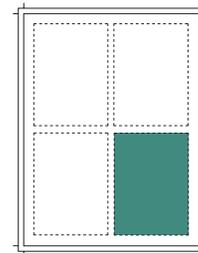


1/3 HORIZONTAL

Trim: 7.125" x 3.25"

Bleed: N/A

Live Area: N/A

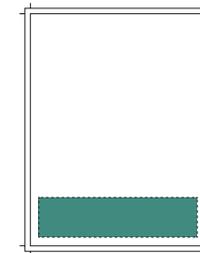


1/4 VERTICAL

Trim: 3.5" x 4.75"

Bleed: N/A

Live Area: N/A



1/4 HORIZONTAL

Trim: 7.125" 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

GERMINATION

Online Rates

GERMINATION.CA

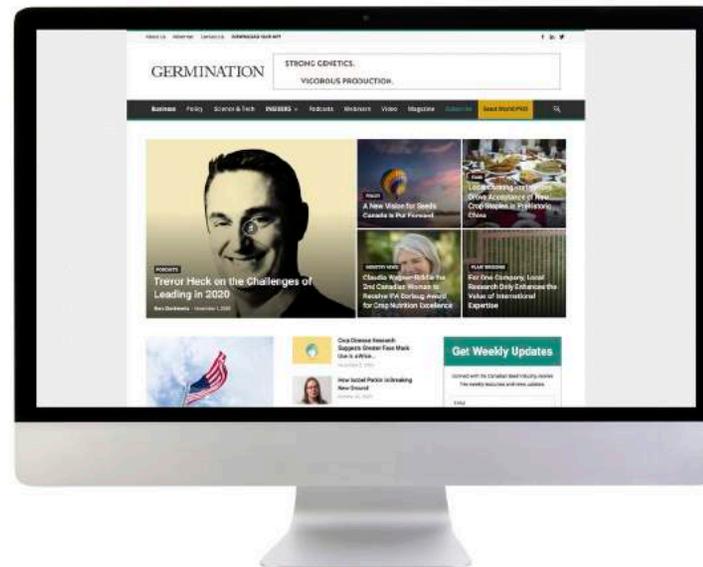
DIGITAL	DIMENSIONS	MONTHLY RATE
Leaderboard Ad	728 x 90 pixels	\$950
Medium Rectangle	300 x 250 pixels	\$600
Sponsored Post		\$1000
Keyword Sponsorship		\$1000
Carousel Ad		\$750
Inline Video Ad		\$2000
Roll-Down Takeover		\$3000
Website Brand Buzz		\$1000
Sticky Bottom Leaderboard		\$1500
Exit Pop-Up		\$3000
Entrance Pop-Up		\$4000

E-NEWSLETTERS

DIGITAL	DIMENSIONS	MONTHLY RATE
Germ Update 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 & links	\$800/each

SOCIAL MEDIA

Facebook & Twitter	Content/images/video/URL	\$100/each channel
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GERMINATION APP



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
- Additional proofs subject to fee
- All files must be submitted one week prior to campaign launch

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

GERMINATION

Digital Opportunities

GERMINATION.CA



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



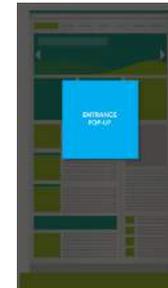
STICKY BOTTOM LEADERBOARD

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

GERMINATION

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 Germination 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 germination.ca. We archive it on our site for evergreen viewing

RATE

Germination Webinar	\$5000
Germination Webinar with lead generation	\$8000