

2023 **MEDIA KIT**

# SeedWORLD

Covering the news and issues shaping the  
U.S. seed industry for over 100 years

[seedworld.com](https://seedworld.com)

**W**ith 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* 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. Our weekly digital page views exceed 5,000 and our average number of monthly users is over 17,000. In addition to that, our social media accounts on Facebook, Twitter and LinkedIn boast a following of more than 11,000 people.

Having partnered with several key industry associations, *Seed World* 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

19,469

Total Market Reach

8,465

Total Mailed Distribution

### ONLINE IMPACT

17,630

Average Monthly Users

26,025

Average Monthly Page Views

### DIGITAL IMPACT

8,152

Newsletter Subscribers

11,353

Social Media Followers

### JANUARY INDEPENDENTS



**BONUS DISTRIBUTION:**  
• IPSA Annual Conference

### MAY INTERNATIONAL



**DISTRIBUTION:**  
• ISF World Seed Congress

### SEPTEMBER LEADERSHIP



**BONUS DISTRIBUTION:**  
• European Seed Association AGM  
• IV Seed Congress of the Americas

### DECEMBER ROW CROPS



**BONUS DISTRIBUTION:**  
• ASTA CSS & Seed Expo

### FEBRUARY FLOWER & VEG



**BONUS DISTRIBUTION:**  
• ASTA Vegetable & Flower Seed Conference  
• ASTA Management Academy

### JUNE POLITICS



**BONUS DISTRIBUTION:**  
• ASTA PLDC convention  
• NAPB (50 Copies)

### OCTOBER FORAGE AND TURF



**BONUS DISTRIBUTION:**  
• Western Seed Association Conference

## DEADLINES

### JANUARY

**Booking:** Nov. 21, 2022  
**Material:** Dec. 5, 2022  
**Mailboxes:** Dec. 26, 2022

### FEBRUARY

**Booking:** Dec. 9, 2022  
**Material:** Dec. 22, 2022  
**Mailboxes:** Jan. 20, 2023

### MAY - INTL EDITION

**Booking:** Apr. 5, 2023  
**Material:** Apr. 19, 2023

### JUNE

**Booking:** Apr. 26, 2023  
**Material:** May 10, 2023  
**Mailboxes:** May 31, 2023

### SEPTEMBER

**Booking:** July 5, 2023  
**Material:** July 19, 2023  
**Mailboxes:** Aug. 9, 2023

### OCTOBER

**Booking:** Aug. 16, 2023  
**Material:** Aug. 30, 2023  
**Mailboxes:** Sept. 20, 2023

### DECEMBER

**Booking:** Oct. 18, 2023  
**Material:** Nov. 1, 2023  
**Mailboxes:** Nov. 22, 2023

### FULL CIRCULATION RATES

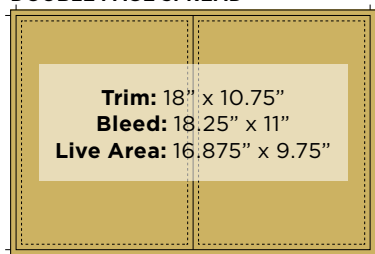
	1X	2X	3X	4X	5X	6X
DPS	\$4,950	\$4,455	\$4,210	\$3,960	\$3,710	\$3,465
Full Page	\$2,530	\$2,280	\$2,190	\$2,025	\$1,895	\$1,770
1/2 Page DPS	\$2,310	\$2,080	\$1,965	\$1,850	\$1,730	\$1,615
2/3 Page	\$2,145	\$1,930	\$1,820	\$1,715	\$1,610	\$1,505
1/2 Page	\$1,430	\$1,290	\$1,215	\$1,145	\$1,070	\$1,010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

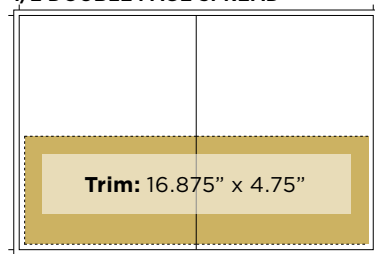
	1X	2X	3X	4X	5X	6X
Inside Front, Inside Back Cover	\$3,300	\$2,970	\$2,805	\$2,640	\$2,475	\$2,310
Outside Back Cover	\$3,630	\$3,270	\$3,085	\$2,905	\$2,720	\$2,540
1/2 Page DPS on the Table of Contents	\$3,190	\$2,870	\$2,710	\$2,550	\$2,390	\$2,235

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

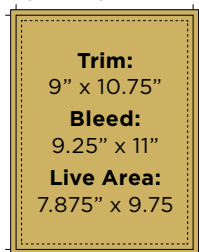
#### DOUBLE PAGE SPREAD



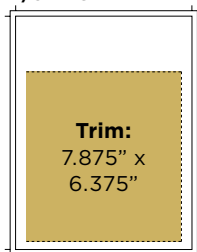
#### 1/2 DOUBLE PAGE SPREAD



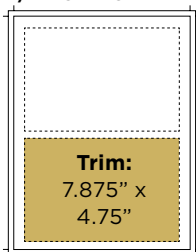
#### FULL PAGE



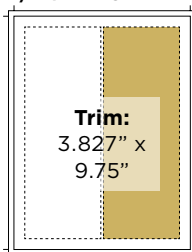
#### 2/3 PAGE



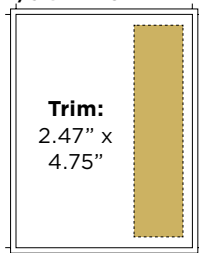
#### 1/2 HORIZONTAL



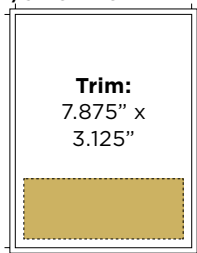
#### 1/2 VERTICAL



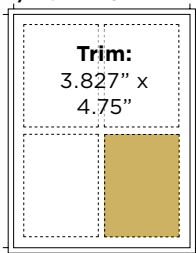
#### 1/3 VERTICAL



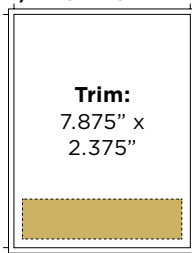
#### 1/3 HORIZONTAL



#### 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.

### SEEDWORLD.COM

DIGITAL	DIMENSIONS	MONTHLY RATE
Leaderboard Ad	728 x 90 pixels	\$950
Medium Rectangle	300 x 250 pixels	\$600
Sponsored Post		\$1,000
Keyword Sponsorship		\$1,000
Carousel Ad		\$750
Inline Video Ad		\$2,000
Roll-Down Takeover		\$3,000
Website Brand Buzz		\$1,000
Sticky Bottom Leaderboard		\$1,500
Exit Pop-Up		\$3,000
Entrance Pop-Up		\$4,000

### E-NEWSLETTERS

DIGITAL	DIMENSIONS	MONTHLY RATE
<b>NEW Newsletter Takeover</b>	<b>600 x 480 pixels</b>	<b>\$950/day</b>
Seed World Daily Sponsorship	600 x 100 pixels	\$2,000/2 weeks
Seed Week Sponsorship	600 x 100 pixels	\$2,000/4 issues
Custom E-Blast	600 pixel wide template	\$1,500/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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### 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 Webinar	\$5,000
Seed World Webinar with lead generation	\$8,000

### 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](mailto:tramsoomair@seedworldgroup.com).



Seed World Digital Partner Program sponsors include an omnipresent Partner Logo bar, so your logo is seen by every visitor to the website and every e-newsletter open. Plus, prominent ad positioning in both SeedWorld.com and the Seed World Daily e-newsletters.

**LIMITED TO JUST 8 COMPANIES PER MONTH**, the Digital Partner Program reinforces—or establishes—your company’s leadership position in the seed industry.

**\$3,500 MONTHLY / \$9,135 QUARTERLY / \$33,180 ANNUALLY**

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 daily newsletter.
- Your logo appears on our website, in every email newsletter, and in print as one of our 8 monthly partners.
- Over 75,484 ad impressions per month

### SEED WORLD DAILY E-NEWSLETTERS

Delivered to over 8,000 opt-in subscribers. The *Seed World Daily* E-newsletter is emailed five days a week with multiple promotional vehicles available.

Monthly reports are generated for advertisers and include the overall magazine performance and advertiser-specific performance.

*\*limited spots available*

1

**LARGE BILLBOARD**  
DESKTOP: 1096X300  
MOBILE: 300X250

2

**PARTNER LOGOS**  
140X60

3

**MONTHLY EXPOSURE AD**  
300X250

4

**DAILY EXPOSURE AD**  
300X250

5

**PARTNER LOGOS**  
140X60

*\*Design may not be exactly as shown.*

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

Our *Seed World* 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.

## be PRESENT be COMPETITIVE be DOMINANT

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 E-Blast
- 6x Medium Rectangle
- 3x Brand Buzz

#### BE DOMINANT

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

## SeedWORLD INSIDERS

**YOU'RE THE EXPERT.  
Share your story with our turnkey content marketing solution.**

INSIDERS is a comprehensive marketing solution designed to propel seed industry companies forward, promoting their products and engaging with consumers.

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 campaign to our clients.

## SeedWORLD AMPLIFY

**The ideal platform to build customer engagement and brand connection, and drive lead generation.**

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.

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