



2023 MEDIA KIT

europeanseed

Tailored, seed-focused content, that provides unparalleled value to the industry, readers and advertisers.

european-seed.com

TABLE OF CONTENTS

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

With tailored, seed-focused content, *European Seed* brings specialised media that provides unparalleled value to the industry, our readers and our advertisers. Our content fuses current issues with compelling analysis in addition to an array of digital offerings that take our audience to the heart of the stories that matter.

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

8 CONTACT



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

Our *European Seed* 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.

europeanseed
INSIDERS

LEARN MORE

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 campaign to our clients.

europeanseed
AMPLIFY

LEARN MORE

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**
be **DOMINANT**

LEARN MORE

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 European-Seed.com or in our *European Seed* Story of the Week e-newsletter, look no further than the *European Seed* 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 6 EXCLUSIVE COMPANIES PER MONTH, the Digital Partner Program reinforces — or establishes — your company's leadership position in the industry.

All sponsor ads will appear in locations marked 1-5 below and rotate equally between all monthly sponsors.

DIGITAL PARTNER PROGRAM:

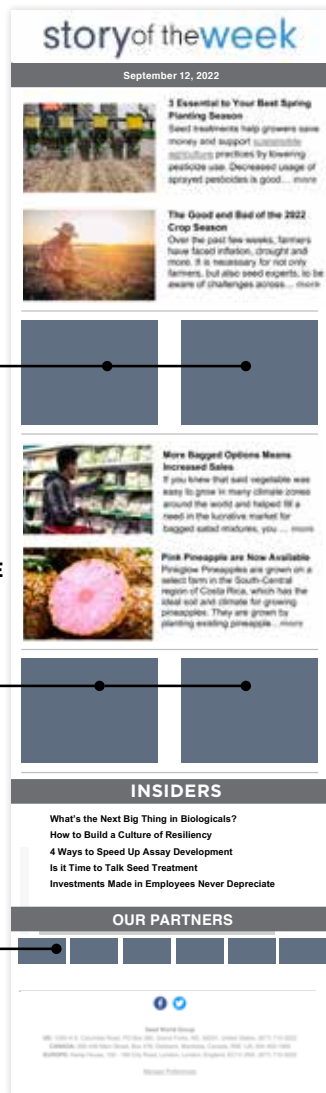
HOW IT WORKS

- Your ad rotates on our website and in our weekly newsletter.
- Your logo appears on our website, in every email newsletter, and in print as one of our 6 monthly partners.
- Over 23,226 impressions per month

EUROPEAN SEED STORY OF THE WEEK E-NEWSLETTERS

The *European Seed* Story of the Week e-newsletter is delivered to over 3,300 subscribers once a week. Your ad will be top-of-mind alongside feature articles written by our expert journalists as well as the latest news from the seed industry.

Monthly analytic reports are generated for our partners and include the overall magazine performance and advertiser-specific performance.

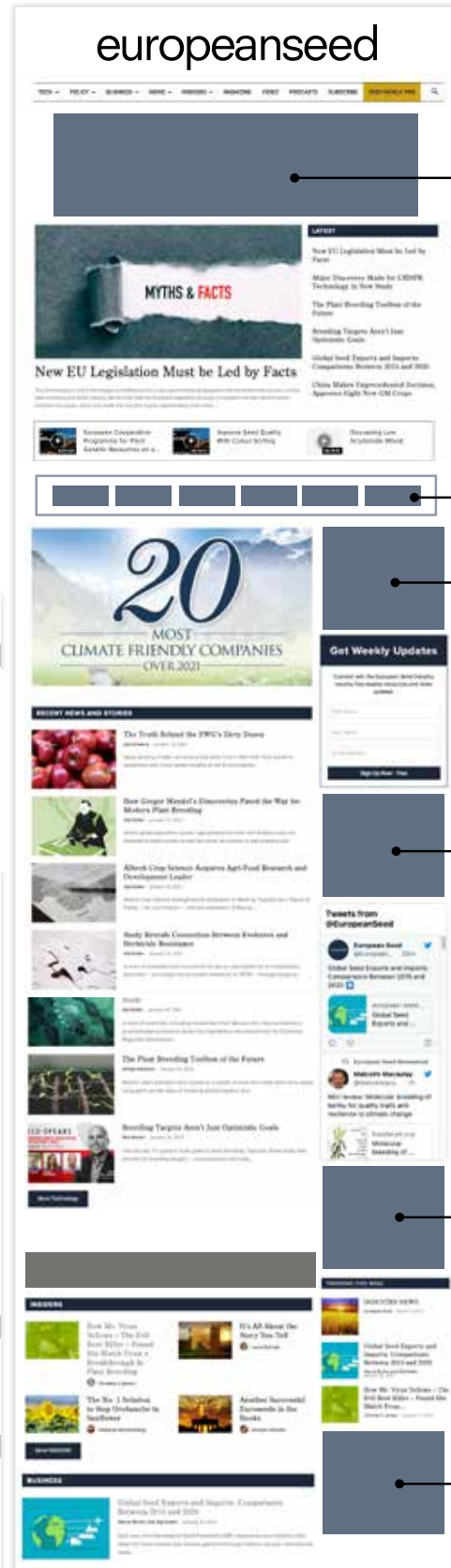


4

WEEKLY EXPOSURE AD
300X250

5

PARTNER LOGOS
140X60



1

LARGE BILLBOARD
DESKTOP:
1096X300
MOBILE:
300X250

2

PARTNER LOGOS
140X60

3

MONTHLY EXPOSURE AD
300X250

*Design may not be exactly as shown.

Now more than ever is a very exciting time to be in seed industry. Though we face many challenges globally — water shortages and a ballooning population — the research and advancements being released from the agri-food and lifesciences sectors contain solutions for the path forward. A dialogue with key European industry associations indicated that a vehicle was needed to communicate these very important messages, which lead to the launch of this flagship publication for the European seed industry.

It meets the needs of the 10 billion euro seed industry in Europe, and endorsed by the European Seed Association, *European Seed's* goal is to engage readers on both EU and global seed issues. The magazine explores topics such political or regulatory initiatives, seed trade issues, market access, product pipelines for both seed and seed treatments and other topics that represent the interests of those active in research, breeding, production and marketing of seeds of agricultural, horticultural and ornamental plant species.

With tailored, seed-focused content, *European Seed* brings specialised media that provides unparalleled value to the industry, our readers and our advertisers. Our content is comprised of far more than just articles: it's a total package that fuses current issues with compelling analysis in addition to an array of digital offerings that take our audience to the heart of the stories that matter.

Both the seed industry and world of communications are changing at a rapid pace, and that's why *European Seed* is committed to being a multifaceted media platform: web, magazine, mobile and video provide multiple channels through which to consume practical information, ideas and solutions that matter to your business.

With multiple touch points, our readers can access seed industry information via our video interview series, website and digital magazine PLUS the familiar medium of the print edition of the magazine. That is why advertising opportunities across the broad media group of *European Seed* products can help you reach this lucrative audience.

Successful advertisers understand just how important it is to utilize an integrated approach, and the multiple channels offered by *European Seed* Media represent a proven opportunity for increased success and market penetration.

READERS BY ORGANIZATION

- 58% Seed Companies
- 12% Labs
- 11% Retailers / Wholesalers / Brokers
- 10% Breeders
- 5% Government
- 4% Universities

PRINT DISTRIBUTION

8,450

Total Market Reach

3,250

Total Mailed Distribution

ONLINE IMPACT

10,608

Average Monthly Users

18,085

Average Monthly Page Views

DIGITAL IMPACT

3,395

Newsletter Subscribers

6,863

Social Media Followers

VOLUME 10

ISSUE 1 YOU ARE MYTH TAKEN



In this issue, *European Seed* tackles the myths & fake news that surround agriculture including the seed sector, plant breeding, biotechnology and more.

ISSUE 3 GENE-EDITING



An update on gene-editing regulation with a review on plans for the future.

BONUS DISTRIBUTION:
• Euroseeds Congress

ISSUE 2 PLANT HEALTH



Plant health, plant diseases, and how plant breeding is mitigating this constant threat,

BONUS DISTRIBUTION:
• ISF Conference

ISSUE 4 PLANT REPRODUCTIVE MATERIAL



In this issue, *European Seed* discusses updates to PRM regulation including quotes from the seed sector.

DEADLINES

ISSUE 1

Booking: Jan. 18, 2023

Material: Feb. 1, 2023

Mailboxes: Feb. 22, 2023

ISSUE 2

Booking: Mar. 22, 2023

Material: Apr. 5, 2023

Mailboxes: Apr. 26, 2023

ISSUE 3

Booking: Aug. 30, 2023

Material: Sept. 13, 2023

Mailboxes: Oct. 4, 2023

ISSUE 4

Booking: Oct. 11, 2023

Material: Oct. 25, 2023

Mailboxes: Nov. 15, 2023

EUROPEAN-SEED.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

| DIGITAL | DIMENSIONS | MONTHLY RATE |
|----------------------------------|--|------------------|
| NEW Newsletter Takeover | 600 x 480 pixels | € 950/day |
| ES Story of the Week Sponsorship | 600 x 100 pixels | € 2000/4 Issues |
| Custom E-Blast | 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 & LinkedIn | Content/images/video/URL | € 100/each channel |
|------------------------------|--------------------------|--------------------|

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

| | |
|--|--------|
| European Seed Webinar | € 5000 |
| European Seed Webinar with lead generation | € 8000 |

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.



FULL CIRCULATION RATES

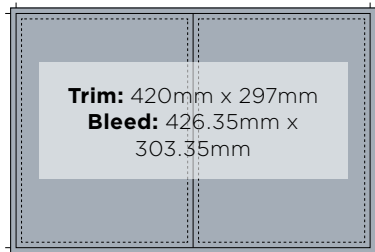
| | 1X | 2X | 3X | 4X |
|--------------|---------|---------|---------|---------|
| DPS | € 9,985 | € 6,345 | € 5,710 | € 5,140 |
| Full Page | € 3,640 | € 3,250 | € 2,955 | € 2,635 |
| 1/2 Page DPS | € 3,510 | € 3,160 | € 2,855 | € 2,560 |
| 2/3 Page | € 3,105 | € 2,795 | € 2,515 | € 2,265 |
| 1/2 Page | € 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

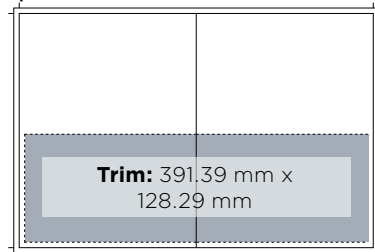
| | 1X | 2X | 3X | 4X |
|---------------------------------|---------|---------|---------|---------|
| Inside Front, Inside Back Cover | € 4,186 | € 3,738 | € 3,398 | € 3,030 |
| Outside Back Cover | € 4,368 | € 3,900 | € 3,546 | € 3,162 |

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

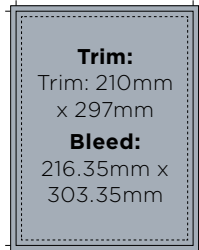
DOUBLE PAGE SPREAD



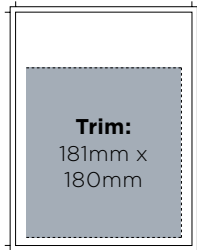
1/2 DOUBLE PAGE SPREAD



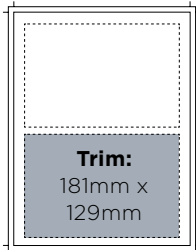
FULL PAGE



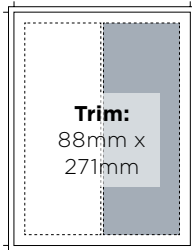
2/3 PAGE



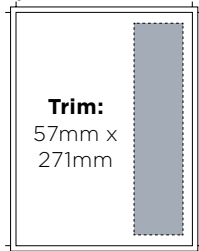
1/2 HORIZONTAL



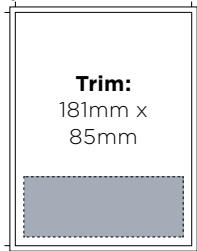
1/2 VERTICAL



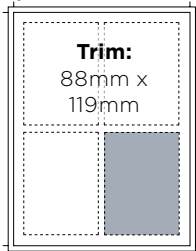
1/3 VERTICAL



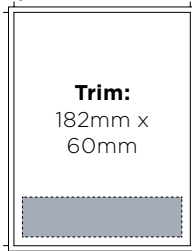
1/3 HORIZONTAL



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.

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