

The image is a cover for a media kit. It features a background of a field of yellow flowers, likely rapeseed, under a clear blue sky. A large black diagonal shape cuts across the image from the top-left to the bottom-right. The text is overlaid on this black shape. The top text is '2023 MEDIA KIT' in a teal color. Below it is the word 'GERMINATION' in a large, white, serif font. Underneath that is a paragraph of text in a smaller, white, sans-serif font. At the bottom left of the black shape is the website address 'germination.ca' in a teal, sans-serif font. The overall design is modern and agricultural.

2023 **MEDIA KIT**

# GERMINATION

For more than 25 years, *Germination* has been covering the news and issues shaping the Canadian seed industry.

[germination.ca](https://www.germination.ca)

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### **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**

Since 1997, Germination has been serving the Canadian 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.

### **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 *Germination* 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.

## GERMINATION 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.

## GERMINATION 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 Germination.ca or in our *Germination Update* e-newsletter, look no further than the *Germination* 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:

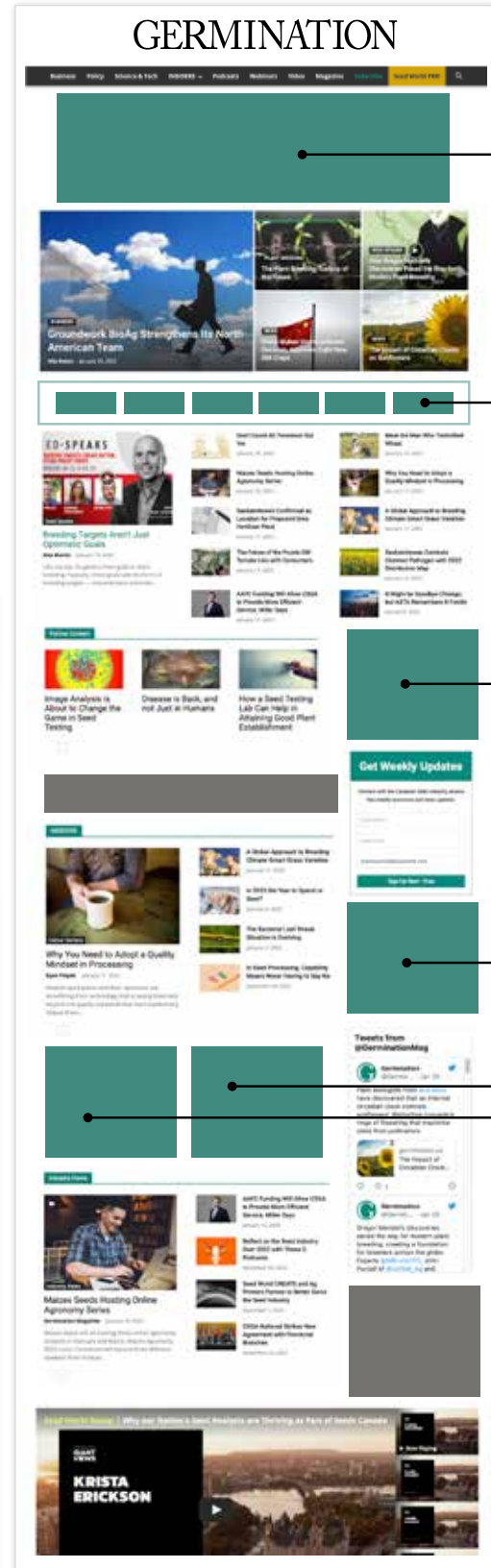
#### HOW IT WORKS

- 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 16,700 impressions per month

### GERMINATION UPDATE E-NEWSLETTERS

The *Germination Update* e-newsletter is delivered to over 4,800 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.



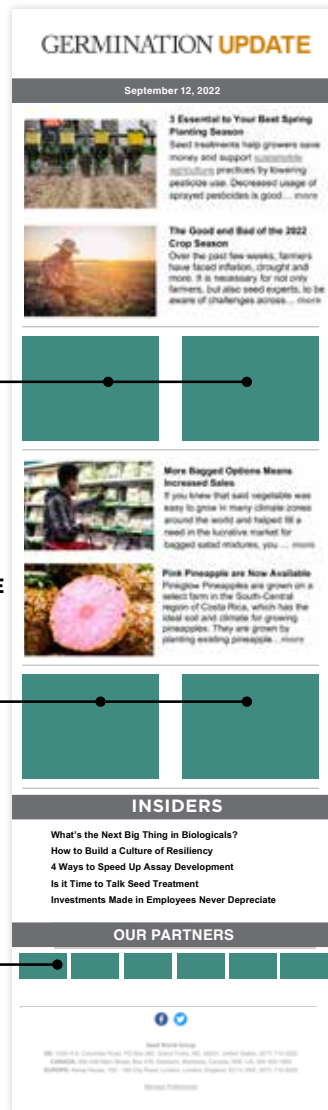
**1**  
LARGE BILLBOARD  
DESKTOP: 970X250  
MOBILE: 300X250

**2**  
PARTNER LOGOS  
140X60

**3**  
MONTHLY EXPOSURE AD  
300X250

**4**  
WEEKLY EXPOSURE AD  
300X250

**5**  
PARTNER LOGOS  
140X60



\*Design may not be exactly as shown.

**S**ince 1997, *Germination* has been serving the Canadian seed industry. From seed growers to cleaners to agri-retailers to seed trade, we bring Canadian seed professionals news on the issues shaping the industry.

Over those 25 years, media has evolved into something much more than just print publications and press releases.

Today, the digital platform is a fundamental part of any marketing campaign. The proliferation of the web has allowed advertisers to tap into a medium that offers creative solutions and gain access to our readers — your customers — in ways that go beyond traditional media.

*Germination* has that integrated approach. With multiple touchpoints, our readers can access seed industry information via our e-newsletter, video interview series, podcasts, website and digital magazine, all in addition to the tried-and-true print magazine. Advertising opportunities across the broad media group of *Germination* products can help you reach this lucrative audience.

Readers trust us, and we have seen a steady increase in readership of both print and digital content. *Germination* has built a solid understanding of the Canadian seed industry. It is focused on helping industry stakeholders develop their businesses and lead them toward success by covering the issues they face every day. Combine this coverage with the 10,000-foot level view of the seed trade market, and you'll see that *Germination* stands at the forefront of communication within this sector.

### READERSHIP BREAKDOWN

1693	Seed Growers
994	Agri-retailers
914	Authorized Establishments
642	Seed Trade
364	Suppliers to Industry
252	Academic or Government
212	Plant Breeders
82	Seed Analysts
8	Seed Brokers



Industry Partners of Germination Media

### PRINT DISTRIBUTION

9,805

Total Market Reach

5,161

Total Mailed Distribution

### ONLINE IMPACT

4,227

Average Monthly Users

8,448

Average Monthly Page Views

### DIGITAL IMPACT

4,809

Newsletter Subscribers

3,988

Social Media Followers

### JANUARY

#### THE CANADIAN PLANT BREEDING INNOVATION AWARD WINNERS



##### BONUS DISTRIBUTION:

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

### JULY

#### TOP CANADIAN WORKPLACES FOR CULTIVATING INNOVATION



##### BONUS DISTRIBUTION:

- Seeds Canada Annual Meeting
- NAPB

### NOVEMBER

#### TOP SEED COMPANY CEOS



##### BONUS DISTRIBUTION:

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

### MARCH

#### NEXT-GEN LEADERS



### SEPTEMBER

#### MOST INNOVATIVE PRODUCTS



##### BONUS DISTRIBUTION:

- Euroseeds Congress
- Seed Congress of the Americas

## DEADLINES

### JANUARY

**Booking Deadline:**

Nov. 4, 2022

**Material Deadline:**

Dec. 8, 2022

**Mailboxes:** Dec. 29, 2022

### MARCH

**Booking Deadline:**

Feb. 1, 2023

**Material Deadline:**

Feb. 24, 2023

**Mailboxes:** Mar. 10, 2023

### JULY

**Booking Deadline:**

May 24, 2023

**Material Deadline:**

June 7, 2023

**Mailboxes:** June 28, 2023

### SEPTEMBER

**Booking Deadline:**

July 26, 2023

**Material Deadline:**

Aug. 9, 2023

**Mailboxes:** Aug. 30, 2023

### NOVEMBER

**Booking Deadline:**

Sept. 15, 2023

**Material Deadline:**

Sept. 29, 2023

**Mailboxes:** Oct. 20, 2023

READERS RANK *GERMINATION*  
AS THEIR MOST IMPORTANT  
SOURCE OF CANADIAN SEED  
INDUSTRY INFORMATION

### GERMINATION.CA

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>
Germination Update 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
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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

Germination Webinar	\$5,000
Germination 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).



### FULL CIRCULATION RATES

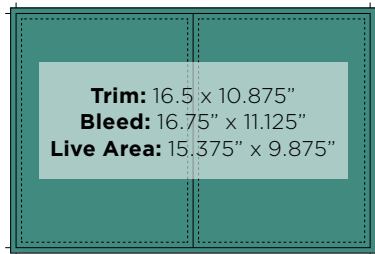
	1X	2X	3X	4X	5X
DPS	\$5,100	\$4,590	\$4,335	\$4,080	\$3,825
Full Page	\$2,600	\$2,340	\$2,210	\$2,080	\$1,950
1/2 Page DPS	\$2,500	\$2,250	\$2,125	\$2,200	\$1,875
2/3 Page	\$2,175	\$1,960	\$1,850	\$1,740	\$1,630
1/2 Page	\$1,425	\$1,282	\$1,211	\$1,140	\$1,069
1/3 Page	\$1,180	\$1,062	\$1,003	\$944	\$885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

### COVER POSITIONS

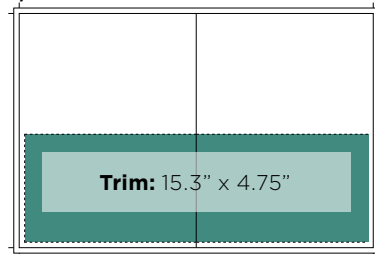
	1X	2X	3X	4X	5X
Inside Front, Inside Back Cover	\$3,300	\$2,970	\$2,805	\$2,640	\$2,475
Outside Back Cover	\$3,600	\$3,240	\$3,060	\$2,880	\$2,700
1/2 Page DPS on the Table of Contents	\$3,190	\$2,870	\$2,710	\$2,550	\$2,390

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

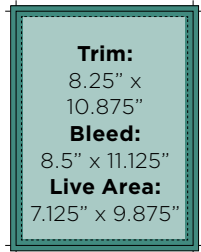
#### DOUBLE PAGE SPREAD



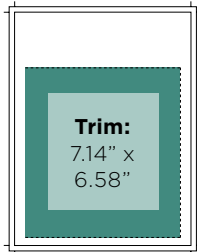
#### 1/2 DOUBLE PAGE SPREAD



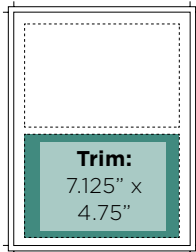
#### FULL PAGE



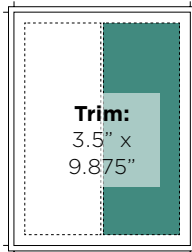
#### 2/3 PAGE



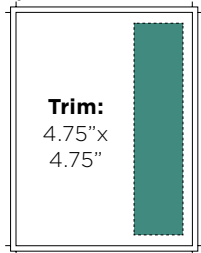
#### 1/2 HORIZONTAL



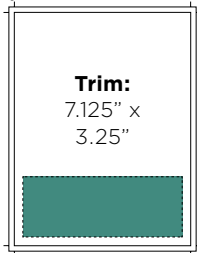
#### 1/2 VERTICAL



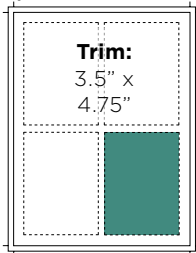
#### 1/3 VERTICAL



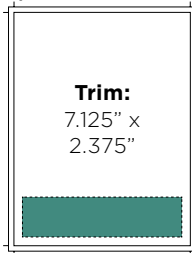
#### 1/3 HORIZONTAL



#### 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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