

2026 **MEDIA KIT**

Seed UNITED STATES WORLD

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

seedworld.com/us

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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

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.

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 *Seed World U.S.* 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.



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.



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.



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 Seedworld.com/us or in our *Seed World U.S.* E-newsletter, look no further than the *Seed World U.S.* 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 8 COMPANIES PER MONTH, the Digital Partner Program reinforces - or establishes - your company's leadership position in the seed 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 newsletter.
- Your logo appears on our website and in every email newsletter, as one of our 8 monthly partners.
- Over 31,500 ad impressions per month

SEED WORLD U.S. E-NEWSLETTER

Delivered to over 9,234 opt-in subscribers. The *Seed World U.S.* E-newsletter is emailed once a week with multiple promotional vehicles available.

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

4 WEEKLY EXPOSURE AD 600X100

5 PARTNER LOGOS 140X60

3 ESSENTIAL TO YOUR BEST SPRING PLANTING SEASON
Seed treatments help growers save money and support sustainable agriculture practices by lowering pesticide use. Decreased usage of sprayed pesticides is good... more

THE GOOD AND BAD OF THE 2022 CROP SEASON
Over the past few weeks, farmers have faced inflation, drought and more. It is necessary for not only farmers, but also seed experts, to be aware of challenges across... more

MORE BAGGED OPTIONS MEANS INCREASED SALES
If you knew that said vegetable was easy to grow in many climate zones around the world and helped fill a need in the lucrative market for bagged salad mixtures, you... more

PINK PINEAPPLES ARE NOW AVAILABLE
Pinkglow Pineapples are grown on a select farm in the South-Central region of Costa Rica, which has the ideal soil and climate for growing pineapples. They are grown by planting existing pineapple... more

3 ESSENTIAL TO YOUR BEST SPRING PLANTING SEASON
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THE GOOD AND BAD OF THE 2022 CROP SEASON
Over the past few weeks, farmers have faced inflation, drought and more. It is necessary for not only farmers, but also seed experts, to be aware of challenges across... more

OUR PARTNERS

Seed World Group
1001 S. Columbia Road, PO Box 260, Grand Forks, ND, 58031, United States, (877) 710-2622
CANADA: 200 West Main Street, Box 478, Chatham, Ontario, Canada, K9L 4J8, (519) 499-9895
EUROPE: Kemp House, 162 - 160 City Road, London, England, EC1Y 9DK, (877) 710-2622
Mexico: Producers

1 LARGE BILLBOARD DESKTOP: 970X250 MOBILE: 300X250

2 PARTNER LOGOS 140X60

3 MONTHLY EXPOSURE AD 300X250

SeedWORLD UNITED STATES

Technology | Business | Leadership | Sustainability | News | INDICATORS | User | Watch | Media | SeedWorld PRO

WHAT'S NEW

Barry Prentice Says Disruptions Caused Freight Hiccups
Larry, North America has had a world of supply chain disruptions. Why? COVID has had long-lasting effects on the transportation...

How to Communicate Successfully in the Biotech Sphere
Adam Bink, business development manager at Seed World Group, sat down with Gabriela Leticia, executive...

When Treating Seed, Convenience is Key!
Celia Buchhalter November 22, 2022

Who is Driving Sustainability?
November 12, 2022

Yield-Robbing Pests Targeted with New Insecticide Treatment
November 12, 2022

Is There Need for IP Returns?
November 22, 2022

Three Cheers for The Ultimate Team Player Corn Seed Treatment
November 22, 2022

The History of IP and Consideration in the U.S.
November 21, 2022

TECHNOLOGY

When Treating Seed, Convenience is Key!
Celia Buchhalter November 22, 2022

Three Cheers for The Ultimate Team Player Corn Seed Treatment
November 22, 2022

Corn Agronomers Looking to Partner in Seed Applied Solutions
November 21, 2022

Start Your Own Right With Vigor-Enhancing XAA-7
November 12, 2022

How Can You Use the Ultimate Seeding Experience For Your Products?
November 12, 2022

BUSINESS

Barry Prentice Says Disruptions Caused Freight Hiccups
November 22, 2022

How to Communicate Successfully in the Biotech Sphere
November 22, 2022

Who is Driving Sustainability?
November 12, 2022

The Future of Counter-Season Production Regulation
November 12, 2022

Find Out How the Social Media Strategy is Helping People Learn How...
November 12, 2022

SPONSORED CONTENT

When Treating Seed, Convenience is Key!
Celia Buchhalter November 22, 2022

Three Cheers for The Ultimate Team Player Corn Seed Treatment
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Corn Agronomers Looking to Partner in Seed Applied Solutions
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November 12, 2022

How Can You Use the Ultimate Seeding Experience For Your Products?
November 12, 2022

LEADERSHIP

Yield-Robbing Pests Targeted with New Insecticide Treatment
November 12, 2022

There's a New Regulation for Biological Seed Treatments
November 12, 2022

Find Out How the Social Media Strategy is Helping People Learn How to Ready for Things
November 12, 2022

The Battle with Corn Rootworm
November 12, 2022

Put the Maths Around Biologics Behind You
November 12, 2022

WEBINARS

How Do Midterm Elections Affect the Seed Industry? - A Seed World...
October 21, 2022

Does Intellectual Property Actually Hinder U.S. Competition? - A Seed World...
October 21, 2022

Lower Yields, Pest Infestations and More Hunger: Welcome to a Global...
April 21, 2022

Designer Crops on Demand: Risk-managed trait development - A...
November 12, 2022

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First name:
Last name:
Company:
Email:
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VIDEOS

How Do Midterm Elections Affect the Seed Industry? - A Seed World...
October 21, 2022

Does Intellectual Property Actually Hinder U.S. Competition? - A Seed World...
October 21, 2022

Lower Yields, Pest Infestations and More Hunger: Welcome to a Global...
April 21, 2022

Can You Defend Your Sustainability Practices? Are They Enough? - A...
March 2, 2022

DOWNLOAD THE SEED WORLD APP

*Design may not be exactly as shown.

With 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 U.S.* 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 U.S.* 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

25,395

Total Market Reach

8,645

Total Mailed Distribution

ONLINE IMPACT

13,354

Average Monthly Users

26,835

Average Monthly Page Views

DIGITAL IMPACT

9,234

Newsletter Subscribers

16,425

Social Media Followers

**JANUARY
INDEPENDENTS**



BONUS DISTRIBUTION:
• IPSA Annual Conference

**FEBRUARY
FLOWER & VEG**



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

**MAY
INTERNATIONAL**



DISTRIBUTION:
• ISF World Seed Congress

**JUNE
POLITICS**



BONUS DISTRIBUTION:
• ASTA PLDC convention
• NAPB

**SEPTEMBER
LEADERSHIP**



BONUS DISTRIBUTION:
• European Seed Association AGM

**OCTOBER
FORAGE AND TURF**



BONUS DISTRIBUTION:
• Western Seed Association Conference

**DECEMBER
ROW CROPS**



BONUS DISTRIBUTION:
• ASTA CSS & Seed Expo

DEADLINES

JANUARY 2026

Booking: Dec. 1, 2025
Material: Dec. 8, 2025
Mailboxes: Dec. 29, 2025

FEBRUARY 2026

Booking: Dec. 17, 2025
Material: Dec. 19, 2025
Mailboxes: Jan. 20, 2026

MAY - INTL EDITION

Booking: Apr. 15, 2026
Material: Apr. 22, 2026

JUNE

Booking: May 6, 2026
Material: May 13, 2026
Mailboxes: June 3, 2026

SEPTEMBER

Booking: July 22, 2026
Material: July 29, 2026
Mailboxes: Aug. 19, 2026

OCTOBER

Booking: Aug. 19, 2026
Material: Aug. 26, 2026
Mailboxes: Sept. 16, 2026

DECEMBER

Booking: Oct. 21, 2026
Material: Oct. 28, 2026
Mailboxes: Nov. 18, 2026

*Only Full Page ads are available in the Seed World U.S. International edition.

SEEDWORLD.COM/US

DIGITAL	MONTHLY RATE
Sticky Bottom Leaderboard	\$3,000
Exit Pop-Up	\$4,000
Entrance Pop-Up	\$4,000

DIGITAL ADVERTISING PROGRAMS	MONTHLY RATE
1x Inline Banner Ad + 1x Brand Buzz	\$2,350
1x Medium Rectangle + 1x Inline Banner Ad	\$1,495

E-NEWSLETTERS

DIGITAL	DIMENSIONS	MONTHLY RATE
Newsletter Sponsor	Logo + Brand Buzz	\$4,000/month
Custom E-Blast	600 pixel wide template	\$2,000/each
Brand Buzz	1000 word advertorial posted online and in our enewsletter. Features 600x350px image, with URL linking to your website	\$2,000/each

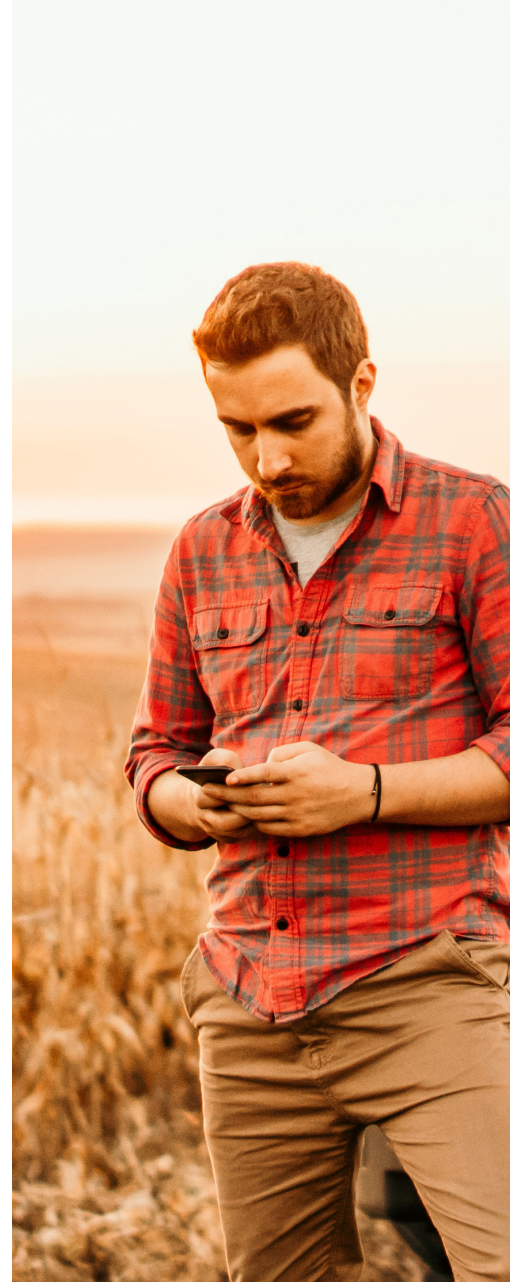
CUSTOM WEBINAR

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 U.S. Webinar	\$7,500
Add Registration & Attendee list	+ \$7,500

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.



DIGITAL STRATEGY

In today's competitive landscape, a strategic digital plan is key to growth. Seed World Group combines industry expertise with data-driven insights to help you make the most of digital platforms, boosting your brand, driving engagement, and delivering measurable results.

Looking to unlock your business's full digital potential? We can guide you through tailored strategies that lead to real growth. Reach out to Shawn at sbrook@seedworldgroup.com or 1-204-480-4958 to start a conversation that could transform your digital impact.

- Website
- Search Engine Optimization
- Social Media Platforms
- Email Marketing
- Content Marketing
- Paid Advertising
- Google My Business (GMB)
- Online Directories & Listings
- Landing Pages
- Video Marketing
- Analytics & Tracking
- Webinars

FULL CIRCULATION RATES

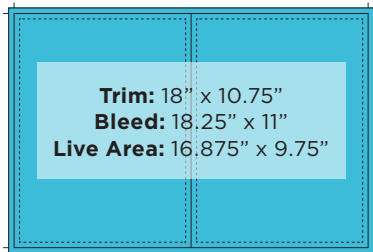
	1X	2X	3X	4X	5X	6X
DPS	\$6,100	\$5,500	\$4,900	\$4,500	\$4,000	\$3,200
Full Page	\$3,100	\$2,800	\$2,500	\$2,200	\$2,000	\$1,600
1/2 Page DPS	\$2,800	\$2,500	\$2,200	\$2,000	\$1,800	\$1,500
2/3 Page	\$2,600	\$2,300	\$2,100	\$1,900	\$1,700	\$1,400
1/2 Page	\$1,700	\$1,500	\$1,400	\$1,200	\$1,100	\$850
1/3 Page	\$1,600	\$1,400	\$1,300	\$1,100	\$1,000	\$840
1/4 Page	\$1,300	\$1,100	\$1,000	\$950	\$850	\$700

COVER POSITIONS

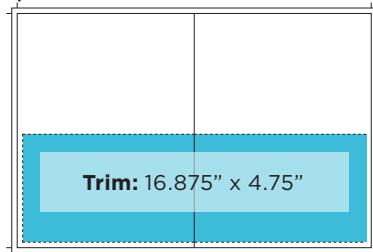
	1X	2X	3X	4X	5X	6X
Inside Front, Inside Back Cover	\$4,100	\$3,700	\$3,300	\$3,000	\$2,700	\$2,300
Outside Back Cover	\$4,500	\$4,000	\$3,600	\$3,200	\$3,000	\$2,600
1/2 Page DPS on the Table of Contents	\$4,000	\$3,600	\$3,200	\$2,900	\$2,600	\$2,200

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

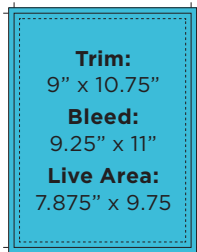
DOUBLE PAGE SPREAD



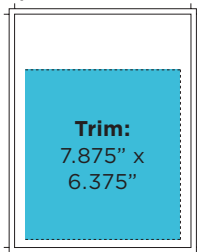
1/2 DOUBLE PAGE SPREAD



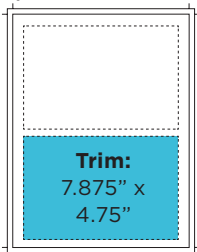
FULL PAGE



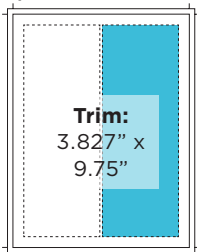
2/3 PAGE



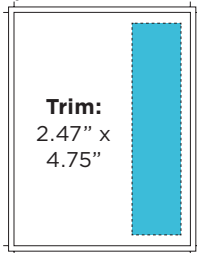
1/2 HORIZONTAL



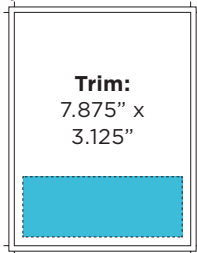
1/2 VERTICAL



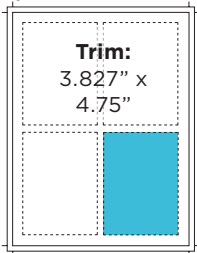
1/3 VERTICAL



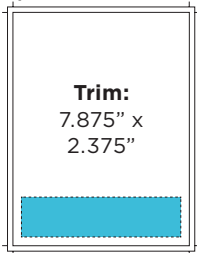
1/3 HORIZONTAL



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.

**Only Full Page ads are available in the Seed World U.S. Internation edition.*

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