

Bee Culture

The Magazine Of American Beekeeping

Who We Are...

Bee Culture was started in 1873 by Amos Ives Root in Medina, Ohio. *Bee Culture*, the magazine of American beekeeping, is designed for beginning, sideline and commercial beekeepers who want the latest information on keeping bees. From industry news to upcoming events, *Bee Culture* is a must-have resource for beekeepers around the world. Published monthly by Root Publications.

Rated #1 Beekeeping Magazine

January 2022

*Source: https://blog.feedspot.com/beekeeping_magazines

Bee Culture Magazine Print & Digital Stats...

13K Print Issue Subscribers | 500+ Digital Issue Subscribers | 36K Social Media Followers |
19K+ Catch The Buzz Daily Email Subscribers | 86K Monthly Average Website Visits

Print Rates

Prices Effective January 1, 2018

Following is a chart of rates per month, depending on length of insertion

SIZE	12X	6X	1X
Full Page	\$1200.00	\$1300.00	\$1500.00
1/2 Page	\$600.00	\$675.00	\$750.00
1/3 Page	\$400.00	\$450.00	\$500.00
1/8 Page	\$200.00	\$225.00	\$250.00
1 Col. by 2 inch	\$120.00	\$135.00	\$150.00
1 Col. by 3 inch	\$160.00	\$180.00	\$200.00
2 Col. by 3 inch	\$280.00	\$315.00	\$350.00
2 Col. by 4 inch	\$320.00	\$360.00	\$400.00

Note: Prices and size of ads offered subject to change at any time.

Ad sizes below are given in inches.

Mechanicals:

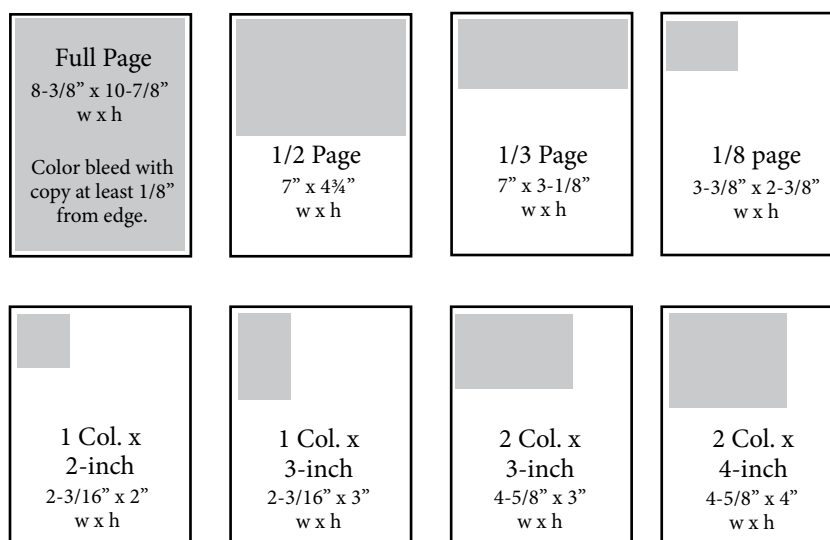
- Trim size: 8-3/8" x 10-7/8"
- Body copy printed on 40# matte paper
- Full color throughout

ADVERTISERS:

Please submit ads for print with the following:

- CMYK with 300 dpi resolution
- Submit ads as a PDF or high quality JPG

Bonus: The digital edition of *Bee Culture* now includes live links and instant access to your site



Print Advertising Deadlines

January 2022 ads are due November 10, 2021

February 2022 ads are due December 10, 2021

March 2022 ads are due January 10, 2022

April 2022 ads are due February 10, 2022

May 2022 ads are due March 10, 2022

June 2022 ads are due April 11, 2022

July 2022 ads are due May 10, 2022

August 2022 ads are due June 10, 2022

September 2022 ads are due July 11, 2022

October 2022 ads are due August 10, 2022

November 2022 ads are due September 9, 2022

December 2022 ads are due October 10, 2022

January 2023 ads and 2023 Calendar ads are due November 10, 2022

February 2023 ads are due December 9, 2022

- *Any order received after closing date will be placed if possible, but insertion cannot be guaranteed*
- *Orders cannot be cancelled and will be billed after issue goes to print*
- *Payment is due within 30 days of invoice*

Digital Advertising Options

Website:

Reach over 86,000 visitors/month at www.beeculture.com. All ads continuously rotate on our homepage and have a live link to your website or email.

COST: \$100/month; billed quarterly

Email Blasts:

Purchase a spot for your business or event to be featured on our *Catch The Buzz* emails, which are sent out daily and weekly to over 19,000 subscribers. We have a 23.5% open rate. Each has a live link to your website or email.

COST: \$250/month

ADVERTISERS: Submit digital ads at 500x500 pixels, in JPG or PNG format

NEW! Classified Corner

This is a new feature that will be introduced in the April 2022 edition of *Bee Culture*, and will run in each issue. Great option for small businesses and individuals looking for a budget friendly way to advertise.

CATEGORIES:

For Sale

Wanted

Services

Job Postings

Miscellaneous

COST: \$1.00 per word, minimum 10 words per ad. Must be paid in advance.
Submit your classified ad on beeculture.com or email jen@beeculture.com

Effective February 2022

TO ADVERTISE: CONTACT JEN MANIS, BEE CULTURE ADVERTISING COORDINATOR
EMAIL: JEN@BEECULTURE.COM PHONE: 330.725.6677, EXT. 3216

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