

Bee Culture®

The Magazine of American Beekeeping

2023 Advertising Rate Card

Who We Are...

Bee Culture was started in 1873 by Amos Ives Root, a historical figure in beekeeping, 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. Print and digital editions are available.

Bee Culture Magazine Print/ Digital/ Social Stats...

Published for 150 years
12 monthly issues
12K Print Issue Subscribers
800+ Digital Issue Subscribers
40K Social Media Followers
12K+ Catch The Buzz Email Subscribers
Total email list of 19K+
80K Monthly Average Website Visits

Rated #1 Beekeeping Magazine

February 2023

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



Bee Culture Demographics

based on reader survey July 2022
69% Male, 50% ages 50+
94% Keep Bees
60% are backyard beekeepers
50%+ have 2 of more years experience in beekeeping
81% find our ads useful
59% have contacted an advertiser after seeing an ad in Bee Culture

**TO ADVERTISE:
CONTACT JEN MANIS,
BEE CULTURE ADVERTISING COORDINATOR
EMAIL: JEN@BEECULTURE.COM
PHONE: 330.725.6677, EXT. 3216
www.bee-culture.com/advertise**

Ad Sizes and Print Rates

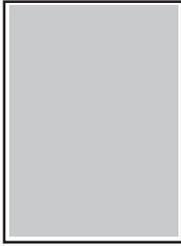
Full Page

Color bleed with copy at least 1/8" from edge.

8-3/8" x 10-7/8"
w x h

Price:

\$1500 one-time run
\$1200 multi-run

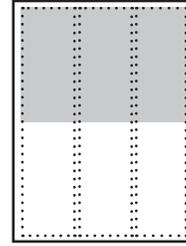


1/2 Page

7" x 4 3/4"
w x h

Price:

\$750 one-time run
\$600 multi-run

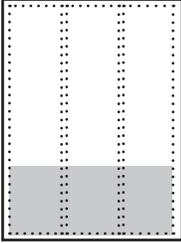


1/3 Page

7" x 3-1/8"
w x h

Price:

\$500 one-time run
\$400 multi-run

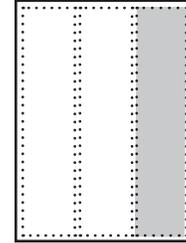


1/3 Page

2 3/16" x 9 3/4"
w x h

Price:

\$500 one-time run
\$400 multi-run

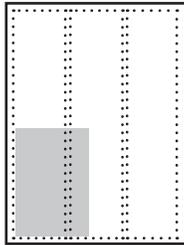


1/4 Page

3 3/8" x 4 3/4"
w x h

Price:

\$500 one-time run
\$400 multi-run

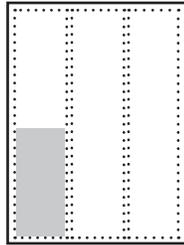


1/6 Page

2 3/16" x 4 3/4"
w x h

Price:

\$300 one-time run
\$240 multi-run

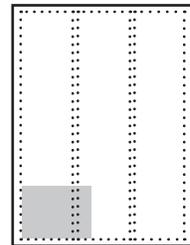


1/8 Page

3-3/8" x 2-3/8"
w x h

Price:

\$250 one-time run
\$200 multi-run

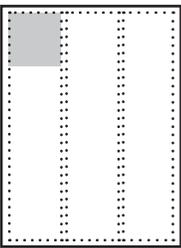


1 Col. x 2-inch

2-3/16" x 2"
w x h

Price:

\$150 one-time run
\$120 multi-run

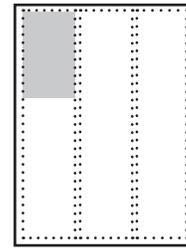


1 Col. x 3-inch

2-3/16" x 3"
w x h

Price:

\$200 one-time run
\$160 multi-run

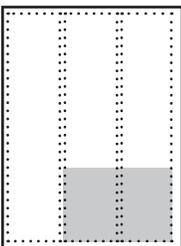


2 Col. x 3-inch

4-5/8" x 3"
w x h

Price:

\$350 one-time run
\$280 multi-run

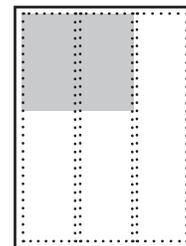


2 Col. x 4-inch

4-5/8" x 4"
w x h

Price:

\$400 one-time run
\$320 multi-run



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

Ad sizes are given in inches.

Print Advertising Deadlines

Ads are due on the 10th of the month,
2 months prior

ex: May ads are due on March 10th

- Any order received after closing date will be placed if possible, but insertion cannot be guaranteed

- Payment is due within 30 days of invoice

Payment methods:

We accept credit cards, checks and wire transfers.

Additional Print Advertising Options Classified Corner

Great option for small businesses and individuals looking for a budget friendly way to advertise.

Appears next to the Calendar section in each month's issue.

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 www.beeeculture.com/advertise
or email jen@beeeculture.com for more information.

Advertorial

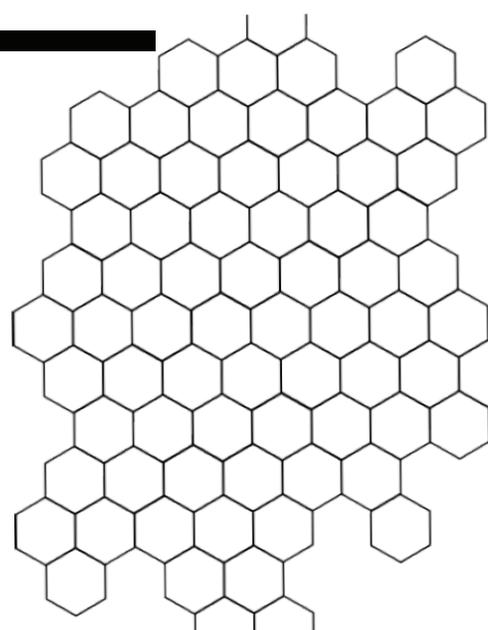
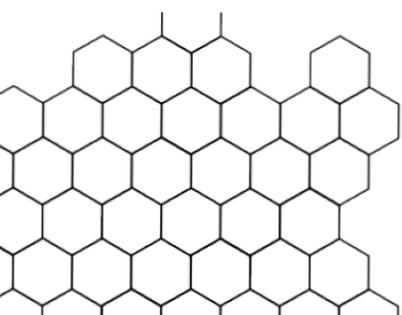
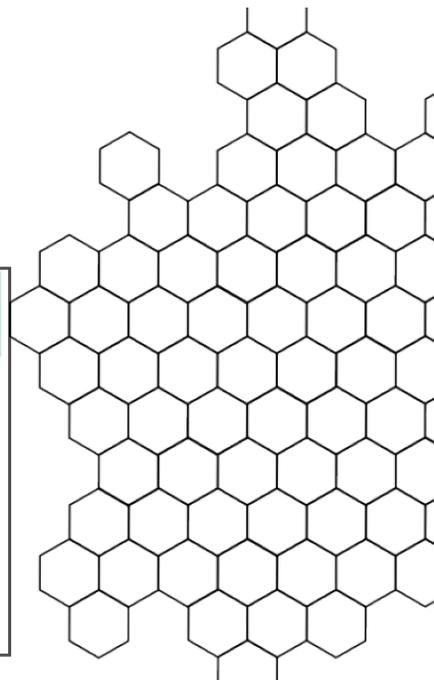
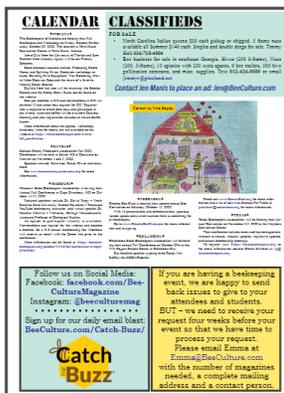
one full page; 70% content 30% promotional
Sample advertorials available upon request

COST: \$975

SUBMISSIONS:

Please submit ads for print with the following:

- CMYK with 300 dpi resolution
- Submit ads as a PDF or high quality .jpg attachment
- Ads under 10mb can be emailed to jen@beeeculture.com
- Ads that are not submitted as the correct size may be resized accordingly
- Ad in digital edition of *Bee Culture* will link to your website at no extra charge!



Digital Advertising Options

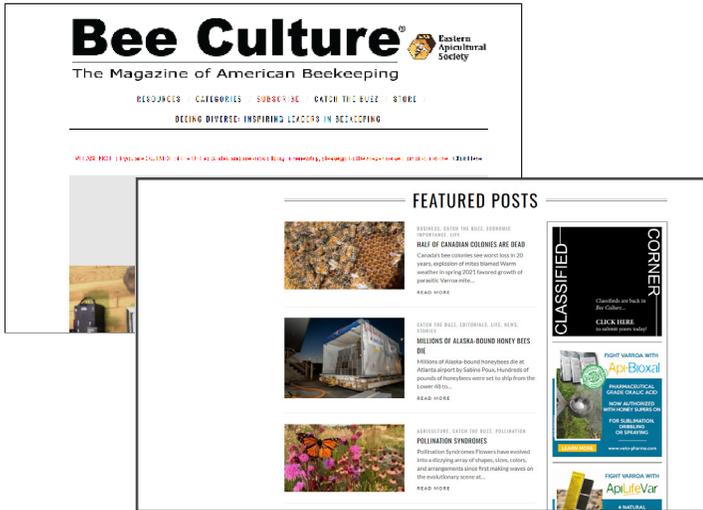
Website:

Reach over 80,000 visitors/month at www.beeeculture.com
All ads continuously rotate on our homepage and have a live link to your website.

COST: \$100/month; billed quarterly upon request

FREE 7 day trials are available

ADVERTISERS: Submit digital ads at 500x500 pixels, in .jpg or .png format



NEW!

Print and Digital Advertising Bundle

Purchase any print ad, get 50% off a digital ad (Website or email blast); 30 day run maximum

**Valid one discounted digital ad per advertiser, per calendar year*

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 12,000 subscribers. We have a 30% open rate; 2.5% click-through rate. Each ad has a live link to your website.

Please email jen@beeeculture.com for a sample email example. Daily emails are sent out Monday-Saturday. Weekly editions of our emails are sent out every Monday.

Ad sizes available:

- Large square ad 500 x 500 pixels; **Cost \$250/month**
- **New option!** Horizontal rectangle ad 600 (wide) x 175 (height) pixels; **Cost \$300/month**

Please submit ads at proper size in .jpg or .png format



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Effective January 2023

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