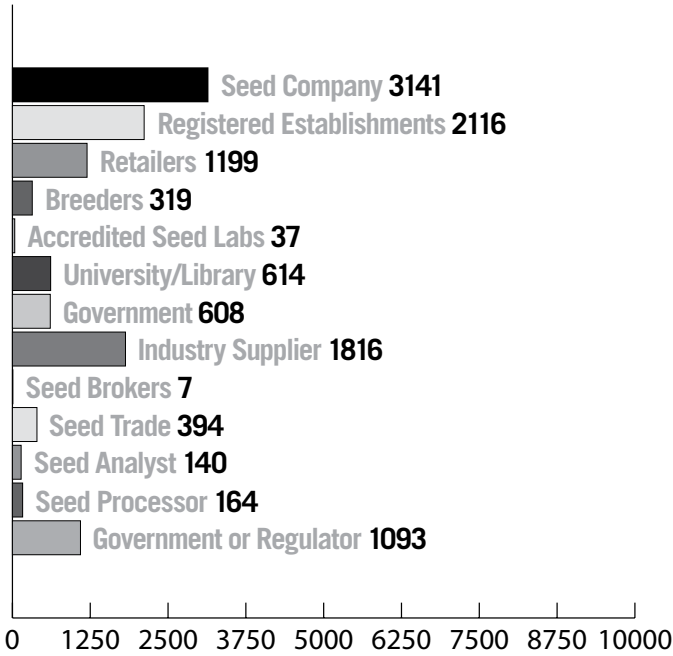


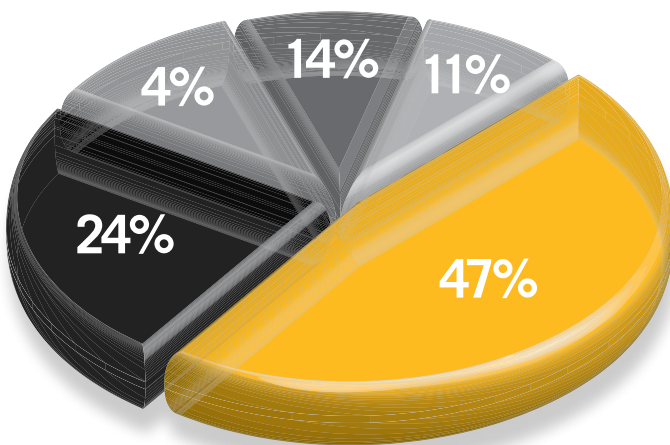
audience profile

READERSHIP BREAKDOWN



Total Circulation: 8,000+

READERSHIP PROFILE



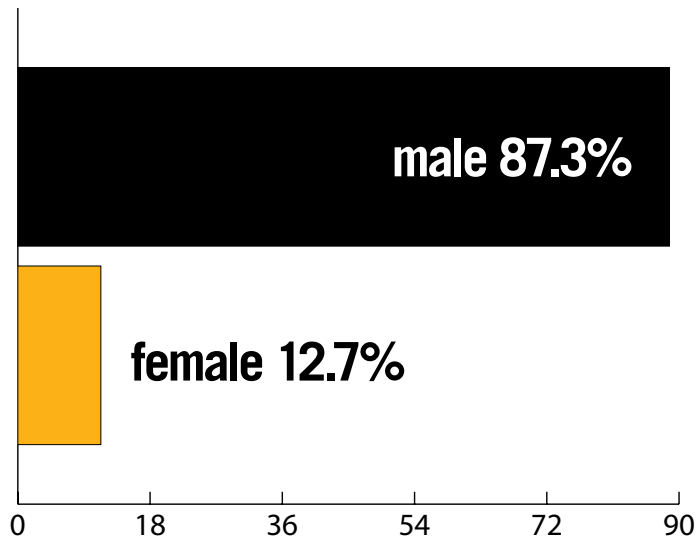
READERSHIP BREAKDOWN

- 91%** of readers make purchasing decisions for their businesses
- 61%** of readers surveyed told us their copy of *Germination* is read by an additional 2-5 people
- 95%** readers rank *Germination* as their most important source of seed industry information
- 77%** read *Germination* within 7 days of receiving it
- 84%** of seed grower readers are in buying mode for this year



audience profile

READERSHIP BREAKDOWN



KEY ONLINE METRICS

- 6-7** average views per visit
- 6.9_{min}** average time spent on site
- 58%** regular return visitors
- 89.2%** of all site visitors watch *Giant Views of the Industry*

Germination is a resource for serious seed professionals who want to make the most of their profession and want to keep informed on developments within the industry.

With a total pass-along circulation of 16,000+ per issue, **Germination** magazine has the largest and most targeted subscriber base in the industry. Each issue of **Germination** is delivered to more than 8,000 loyal, dedicated and serious subscribers.

For 17+ years **Germination** has been serving the Canadian seed industry. This knowledge, experience and connections across the country (and world) allows us to provide content that is simply not available anywhere else. And THAT is why **Germination** is read cover to cover, every time.

The editorial direction in **Germination** continues to have two main focuses: the 3,100+ seed growers in Canada and the industry professionals that support seed trade, including R&D, plant breeding, seed production, certification, seed enhancements, and brokers.