



Germination Magazine
media kit 2011

GERMINATION
INSIGHTFUL. ANALYTICAL. PRACTICAL.

about us



Opportunity knocks ...

FOR MORE THAN 17 YEARS *Germination* magazine has been a must-read resource for members of the Canadian seed industry, and just as the industry has evolved, so has *Germination*. The editorial direction in *Germination* continues to have two main focuses: the 3,200+ seed growers in Canada and the industry professionals that support seed trade, including R&D, plant breeding, seed production, certification, seed enhancements, and brokers. What we find interesting, is that we continue to hear members of each of these groups are committed to better understanding the points of view and processes of others. This positions *Germination* in a leading role to ensure that transfer of information and educational initiative.

The work we are initiating with retailer-focused inserts in *Germination* is a perfect example of how our industry can come together to generate creative solutions to complex problems. This has been, and continues to be, our mantra at *Germination*: we think outside of the box to develop creative solutions to further develop this industry.

The channels for consuming this information continue to be enhanced and although the *Germination* “property” has always been a print publication, it now includes a digital publication, the *Germination.ca* web site, *Germination Update* e-newsletter, and the *Giant Views of the Industry* video interview series. These different mediums present opportunities to further develop the reader’s connection to the Canadian seed industry and your opportunity to connect with that group.

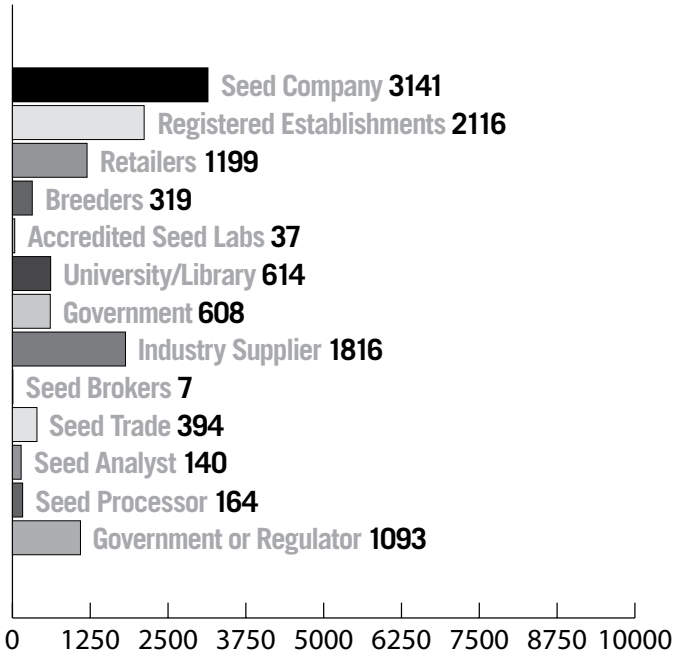
Shawn Brook
 Publisher, Germination
 sbrook@issuesink.com

editorial calendar

ISSUE	THEME	SPECIAL DISTRIBUTION	BOOKING DEADLINE	ARTWORK DEADLINE
January 2011	Giant Views of the Industry	-CSGA Branch Meetings -AB Co-op Seed Plants Annual Meeting	November 19, 2010	November 26, 2010
March 2011	New Varieties		January 21, 2011	January 28, 2011
ISF 2011	International focus	-International Seed Federation 2011 World Seed Congress, May 30-June 2 Belfast, Ireland, UK	April 22, 2011	April 29, 2011
July 2011	Success in Seed -Plant Breeder Award -Wheat Research Outlook -Shift in Wheat	-CSTA Annual Meeting, July 17 - 20, Niagara Falls, ON -CSGA Annual Meeting, July 6 to 9, Hamilton, ON	May 27, 2011	June 3, 2011
September 2011	It's a Small World -Seed's Role in Food Security -Intellectual Property -Access to Germplasm Worldwide		July 22, 2011	July 29, 2011
November 2011	Regulatory Review -Putting Canada's PBR Legislation into Perspective -New Variety Registration Update -Phytosanitary Update -Evolution of Organics	-CSTA Semi-Annual Meeting, November 15 - 17, -ASTA CSS Conference and Seed Expo, December 6-9 Chicago, IL	September 23, 2011	September 30, 2011
January 2012	Giant Views of the Industry -What Happens When a Patent Expires? -New Farmer Customer -Forecasting Customer Needs -The Return of Rust	-CSGA Branch Meetings -AB Co-op Seed Plants Annual Meeting, TBD	November 18, 2011	November 25, 2011
March 2012	New Varieties/New Technologies -Disease Resistant and Stress Tolerant Traits -Social Media in Agriculture -The New PCVT System		January 20, 2012	January 27, 2012
ISF 2012	International focus	-International Seed Federation 2012 World Seed Congress, May 28-30 Rio de Janeiro, Brazil	April 20, 2012	April 27, 2012
July 2012	On the Horizon -Seed Applied Nutrients/Seed Enhancements -Seed Derived Products/BioProducts -Seed Treatment and the Environment	-CSTA Annual Meeting, July 15-18, Location TBA -CSGA Annual Meeting, TBD	May 25, 2012	June 1, 2012
September 2012	New Equipment -Equipment Case Studies		July 20, 2012	July 27, 2012
November 2012	Surviving Competition -Consolidation -Employee Retention and Attracting New Talent	-CSTA Semi-Annual Meeting, November 12-14, Location TBA -ASTA CSS Conference and Seed Expo, December 4-7 Chicago, IL	September 21, 2012	September 28, 2012

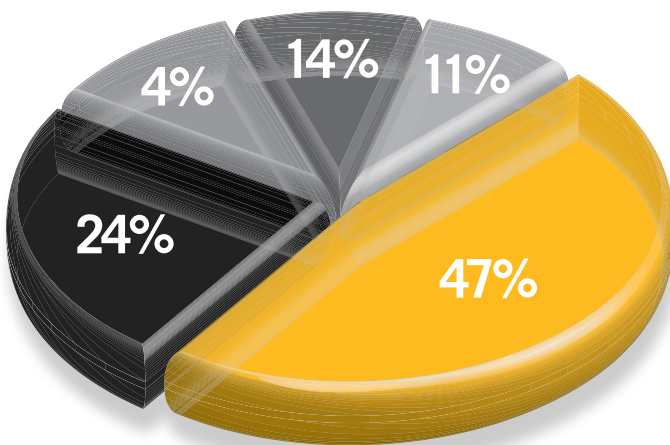
audience profile

READERSHIP BREAKDOWN



Total Circulation: 8,000+

READERSHIP PROFILE



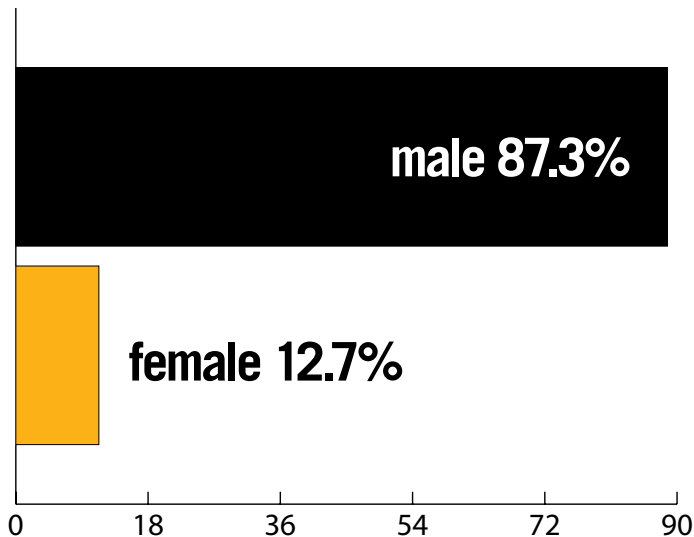
READERSHIP BREAKDOWN

- 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.

lead generation

WEBSITE

Germination has recently redesigned and launched the Germination.ca website. The new site is more user-friendly, searchable and navigable. With this new website, advertisers have the opportunity to promote their products on the site.

Position Options:

- Leader board
- Medium Rectangle
- Skyscraper
- Rectangle
- Button

DIGITAL EDITION

Germination is currently published, distributed and archived online at Germination.ca. Published as comprehensive web content, the online stories allow advertisers to place various sized banner and display ads while making them interactive by adding flash, video and audio.



GIANT VIEWS OF THE INDUSTRY

A streaming video segment on Germination.ca that offers 4-5 sound bites on different topics from leaders in the seed industry (new interviews are posted monthly), **Giant Views** is receiving a tremendous amount of traffic. Divided into one- to two-minute segments and titled for easy selection of a segment of interest, **Giant Views** helps the industry better share ideas and observations.

SPONSORSHIP INCLUDES:

- Linked company logo on Giant Views page of Germination.com
- **Giant Views** shown at industry trade shows throughout 2011
- Linked company logo on the **Giant View of the Week** e-newsletter



STORY OF THE WEEK

Story of the Week is a weekly featured article sent via e-marketing to our **Germination Update** online distribution list of 3,000+ seed industry professionals. It includes a small paragraph of a story from the current issue of **Germination**. Readers must click-through to the full article in the online version to read the remainder of the story. **Seed World's Story of the Week** is currently recording an average 17.62% click rate and a 22.11% open rate.

SPONSORSHIP INCLUDES:

- Linked company logo on each **Story of the Week** blast
- Up to two additional advertising positions on each **Story of the Week** blast
- Sponsors receive unlimited copies of each story for personal distribution



lead generation-continued

GERMINATION UPDATE

Germination Update, formerly known as *G-Mail*, is emailed to subscribers bi-weekly (26 issues annually) and offers five or six news headlines with brief summaries of each. It has recently been moved from a news-focused newsletter to an issues based forum.

Germination Update consists of one hard-hitting article in commentary style, featuring take away messages called "The Bottom Line" and sidebars that include relevant quotes and links to *Giant Views* interviews, as well as direction to other web resources.

Advertisers can sponsor this weekly article via banner or block advertising.

SPONSORSHIP INCLUDES:

- Linked company ad on each edition
- Sponsors receive unlimited complimentary subscriptions to the newsletter which can be used for staff, retailers, or other key customers as a knowledge offering

CUSTOMIZED SOLUTIONS

Direct mail

Take advantage of targeted direct mail to the *Germination* distribution list. We recommend performing a direct mail drop in between magazine months to create consistency and lift response rates.

Some options:

- Sales Letter Mailing
- Post Card Mailing

Inserts/Outserts

Partner with *Germination* to reach our highly targeted circulation list and distribute your marketing message by accompanying the print copy of the magazine with a customized insert or outsert.

*Values are dependent on the following factors:

- Colour
- Size
- Range of distribution (all or part of the distribution list)
- Paper stock
- Text weight
- Other factors



REPEATING A GOOD AD PAYS OFF

by Carrie Brennan, Readex Research
Published in *Agri-Marketing* magazine,
March 2011

"...repeated ads can continue to build awareness with each placement. Not only does incremental exposure to the ad reinforce the company's name, repetition of the specific message further cements the selling proposition in readers' minds. And don't forget, not every reader sees every ad in every issue, so with each placement you are always capturing someone new."

[VIEW THE FULL ARTICLE](#)

Excerpt from the March 2011 issue of *AgriMarketing* magazine

GERMINATION

contact us

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GERMINATION
INSIGHTFUL. ANALYTICAL. PRACTICAL.

of the industry
GIANTVIEWS



GERMINATION
UPDATE

updated 05/11