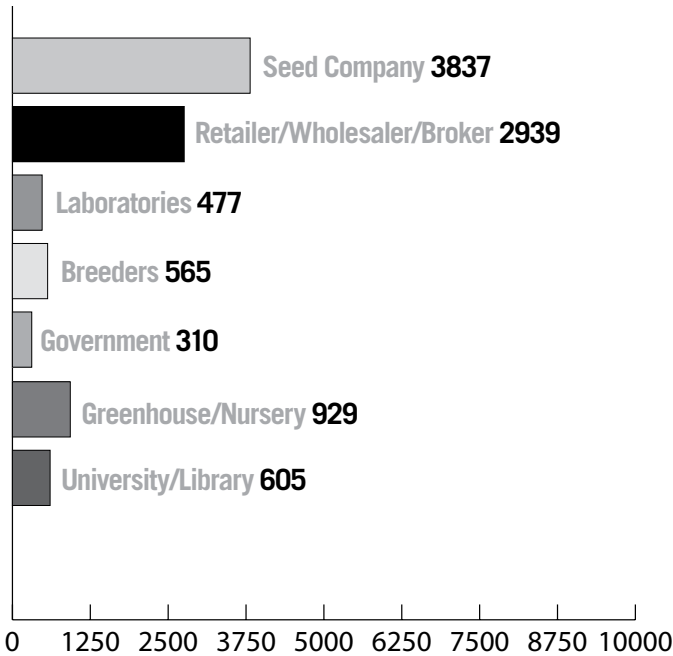


audience profile

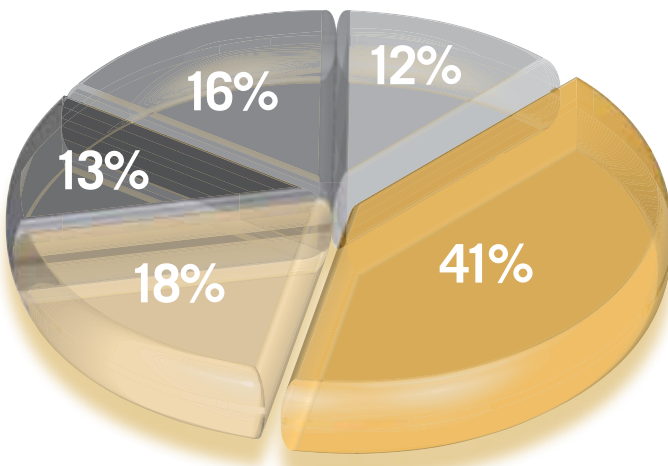
READERSHIP BREAKDOWN

As of November 2010



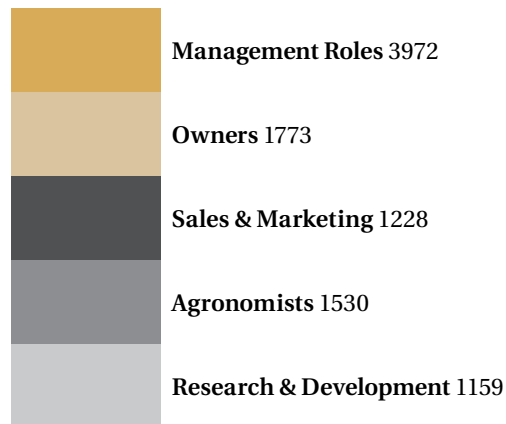
Total Circulation: 9,000+

READERSHIP PROFILE



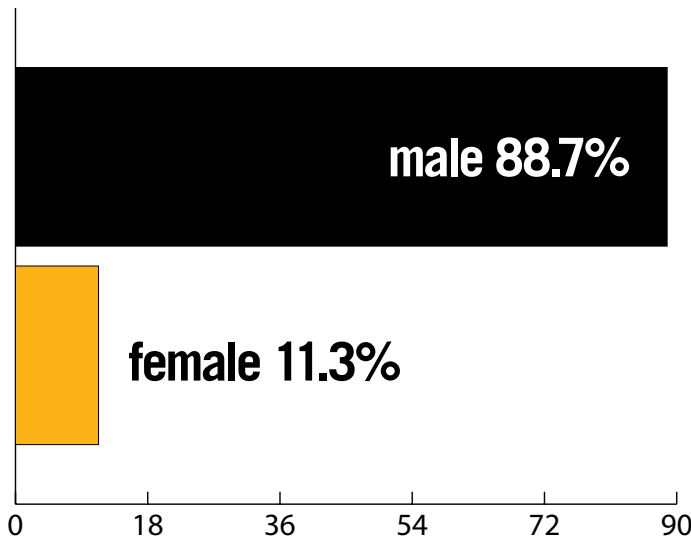
READERSHIP BREAKDOWN

- 91%** of readers have key decision-making responsibility at their organizations
- 96%** of readers have staff management responsibilities at their organizations
- 85%** of readers have a university degree
- 58%** of readers have multiple university degrees
- 92%** of readers decide customer programs and determine sales team focus
- 77%** read *Seed World* within 7 days of receiving it
- 81%** read more than 75% of the content in *Seed World*
- 92%** report that *Seed World* is the number one source for understanding seed issues



audience profile

READERSHIP BREAKDOWN



KEY ONLINE METRICS

- 7-8** average views per visit
- 7.4_{min}** average time spent on site
- 61%** regular return visitors
- 90.5%** of all site visitors watch *Giant Views of the Industry*

Seed World is a magazine 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 20,000+ per issue, *Seed World* magazine has the largest and most targeted subscriber base in the industry. Each issue of *Seed World* is delivered to more than 8,000 loyal, dedicated and serious subscribers.

Since 1917, *Seed World* has been serving decision makers who need to understand the issues shaping the global seed industry. Educated with specific seed industry knowledge, our editorial team, in conjunction with an industry-leading editorial board, create content which is read by virtually every seed executive in the industry.

Each issue of *Seed World* features a thought-provoking, issues-based look at specific industry concerns as well as regular departments that ensure each reader has a customized experience.