

# Advertising In *Bee Culture* Magazine

When You Don't Advertise, A Terrible Thing Happens . . . Nothing!

## Who We Are . . .

*Bee Culture* was started in 1873 by Amos Ives Root in Medina, Ohio. A standard in the beekeeping industry today, the editorial focus is primarily for the beginning and inexperienced beekeepers, and the thousands of small business beekeepers in the U.S. and the world.

Basic how-to beekeeping is our mainstay, but articles on honey plants, pollination, marketing, do-it-yourself building, and personality and business profiles appear regularly.

But we also offer political studies on the issues of production, government programs and honey marketing; and, of course, industry news, events and editorial comment.

## Circulation . . .

**Rate Base:** 16,500

**Newstand Price:** \$4.99 at hundreds of TSC Stores, Barnes & Noble, Borders nationwide, and in Canada too.

**Audit:** Circulation information independently verified annually by Meaden & Moore Accounting Firm.

## Bee Culture Goes Digital, Too!

Beginning with the December, 2009 issue, *Bee Culture* Magazine also supports a digital version of each issue. It will be a complete issue - every page, every photo, every ad. Page turning and especially important - live links to your web page and email. Be sure to include those with every ad.

## Rate Information . . .

Prices Effective July 1, 2011

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

SIZE	1X	6X	12X	COLOR
1 Col. by 1 inch	\$75.00	\$65.00	\$60.00	<b>FREE</b>
1 Col. by 2 inch	\$125.00	\$113.00	\$100.00	<b>FREE</b>
1 Col. by 3 inch	\$166.00	\$149.00	\$133.00	<b>FREE</b>
1/8 Page	\$200.00	\$180.00	\$160.00	<b>FREE</b>
1/6 Page	\$250.00	\$225.00	\$200.00	<b>FREE</b>
2 Col. by 2 inch	\$250.00	\$225.00	\$200.00	<b>FREE</b>
2 Col. by 3 inch	\$300.00	\$270.00	\$240.00	<b>FREE</b>
2 Col. by 4 inch	\$360.00	\$324.00	\$285.00	<b>FREE</b>
2 Col. by 5 inch	\$425.00	\$380.00	\$340.00	<b>FREE</b>
1/4 Page	\$340.00	\$300.00	\$275.00	<b>FREE</b>
1/3 Page	\$425.00	\$380.00	\$340.00	<b>FREE</b>
1/2 Page	\$550.00	\$500.00	\$440.00	<b>FREE</b>
2/3 Page	\$675.00	\$600.00	\$540.00	<b>FREE</b>
Full Page	\$1000.00	\$900.00	\$800.00	<b>FREE</b>

## Mechanicals . . .

- Trim size: 8-3/8" x 10-7/8"
- Body copy printed on 40# matte paper. (Our readers *do not* like glossy stock, and we accommodate that wish.)
- Cover is 70# glossy stock.
- Full color throughout
- Inserts and blow-ins are welcomed and can be supplied by the advertiser or printed by the publisher. Cost is determined by size, colors, etc. Contact Advertising Department with specifications.
- Minimum Size Ad: 1 column (2-3/16") x 1".

<p>Full page \$1000.00</p> <p>Color bleed with copy at least 1/8" from edge.</p> <p>8-3/8" x 10-7/8" W x H</p>	<p>2/3 page horizontal \$675.00</p> <p>4-5/8" x 9 3/4" W x H</p>	<p>1/2 page vertical \$550.00</p> <p>4-5/8" x 6-3/8" W x H</p>	<p>1/2 page horizontal \$550.00</p> <p>7" x 4-3/4" W x H</p>	<p>1/3 pg vert/hor \$425.00</p> <p>7" x 3-1/8" W x H</p> <p>2-3/16" x 9-3/4" W x H</p>	<p>2 col. x 5-inch \$425.00</p> <p>4-5/8" x 5" W x H</p>	<p>1/4 page \$340.00</p> <p>3-3/8" x 4-3/4" W x H Vertical</p> <p>7" x 2-3/8" W x H Horizontal</p>
<p>2 col. x 4-inch \$360.00</p> <p>4-5/8" x 4" W x H</p>	<p>2 col. x 3-inch \$300.00</p> <p>4-5/8" x 3" W x H</p>	<p>2 col. x 2-inch \$250.00</p> <p>4-5/8" x 2" W x H</p>	<p>1/6 page (1/2 col.) \$250.00</p> <p>2-3/16" x 4-3/4" W x H</p>	<p>1/8 page \$200.00</p> <p>2-3/16" x 3-5/8" W x H Vertical</p> <p>3-3/8" x 2-3/8" W x H Horizontal</p>	<p>1 col. x 3-inch \$166.00</p> <p>2-3/16" x 3" W x H</p>	<p>1 col. x 2-inch \$125.00</p> <p>2-3/16" x 2" W x H</p>

## Who We Reach . . . \*

How many people read our magazine? We have a rate base of 16,500 subscribers but there's more here than meets the eye. *Bee Culture* enjoys a 22%+ pass-along readership – more than two of every 10 issues are given to *another* beekeeper to read. This pass-along boosts our readership to nearly 20,000 beekeepers – every month! (Ask about what else they do in the backyard and on the farm –gardens, chickens, livestock and hobbies.)

But the real secret is that **over 50% of our readers** (that's nearly 9,000 beekeepers) *do not subscribe* to ANY OTHER BEEKEEPING MAGAZINE! The only way you can reach these avid spending beekeepers is through our pages.

\*Information obtained in 2011 Reader Survey.

## Who Advertises . . .

ONLY HUNDREDS OF FAR-SIGHTED BUSINESSES! Placing an ad in *Bee Culture* puts you in with some pretty good company. Whether you are selling beekeeping equipment or a peripheral item – our readers are buyers and our advertisers will attest to that!

**COMMERCIAL EQUIPMENT:** Swinger Forklift, B.J. Sherriff Bee Suits, Pierco Frames, Dakota Gunness Uncappers, Cowen Mfg. **BEEES & QUEENS:** Glenn Apiaries, Rossman Apiaries, Strachan Apiaries, Olivarez Honey Bees, Miksa Queens, **SUPPLIERS:** Brushy Mountain Bee Farm, Dadant & Sons, Walter T. Kelley, Mann Lake Ltd., Maxant Industries, C.C. Pollen, Ross Rounds, JZsBZs, Pierco Frames **RELATED:** A&O Forklift, Honeystix, Premier Fencing, Amish Goods, Certified Naturally Grown.

## Contract and Copy Regulations . . .

- New customers must prepay with first insertion order.
- Advertisements are acceptable for publication entirely upon representation by Agency/Advertiser, and that they are authorized to publish the contents of the ad. In consideration, the Agency/Advertiser holds the publisher harmless from any judgements, cost, or suits of libel due to the content or product mentioned.
- All advertisements subject to publisher's approval. Publisher reserves the right to cancel an ad at any time for any reason.
- Publisher shall not be liable for any damages due to any errors or damage for failure to insert ad, for any reason.
- When the publisher acts as the agent, that is design and layout, for the advertiser, the client must submit original material a minimum of 60 days before insert publication date so the final draft can be completed and approved by the advertiser. Ads submitted at later dates will be reviewed, if possible. **The publisher is not liable for errors in ads not returned to client.**
- Ad *will not* be reinserted without previous permission.
- Rates and other regulations subject to change without notice by the publisher. However, every attempt will be made to give contract advertisers advance notice.
- Placing an advertisement in *Bee Culture* **automatically** makes an Agency/Advertiser liable to all provisions listed herein.
- All ads in paper copy automatically are in the digital edition, with live links if provided (don't forget web & email).

## Discounts . . .

- **Recognized Advertising Agencies** receive a 15% discount of gross billing.
- 6 month contracts for display advertising, regardless of size or changes (subject to scheduling) receive a discount.
- 12 month contracts for display advertising, regardless of size or changes (subject to scheduling) receive an additional discount.
- Advertisers billed at discount rates who **fail to fulfill their contract** will be billed for any difference in contract rate earned.

## Web Page Advertising . . .

Reach over 25,000 visitors/month at [www.beeeculture.com](http://www.beeeculture.com). Use one of the many *Banner* ad locations and sizes available – Current Issue, Who's Who, Archives and all the rest – with a live link to your web page or email. Call Dawn at 800.289.7668, Ext. 3220 or email at [dawn@beeeculture.com](mailto:dawn@beeeculture.com) for more information.

**CATCH THE BUZZ** electronic newsletter. Sponsor five (or more) CATCH THE BUZZ messages and reach more than 35,000 Buzz Subscribers and readers. Subscribe yourself and see, at [www.BeeCulture.com/Buzz](http://www.BeeCulture.com/Buzz). Call Kim at 800.289.7668, ext. 3214 for details.

2011

January						
Su	Mo	Tu	We	Th	Fr	Sa
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## Closing Date . . .

- Insertion orders and/or advertising copy **must** be in our office on the 20th of the month, two months preceding issue release.  
**Example:** For the **March** issue copy must be in our office by **January 20**.
  - 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 closing.
- ✓ Ads Due