

Bee Culture

The Magazine Of American Beekeeping

When You Don't Advertise In Bee Culture – A Terrible Thing Happens! NOTHING!

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 profiled 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: 19,000

Newstand Price: \$4.99 at hundreds of TSC Stores, Barnes & Noble, Books A Million, Chapters Books, Walmart, Whole Foods and independent book stores everywhere.

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

Rate Information . . . Prices Effective January 1, 2016

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

SIZE	1X	6X	12X
1 Col. by 2 inch	\$150.00	\$135.00	\$120.00
1 Col. by 3 inch	\$200.00	\$180.00	\$160.00
1/8 Page	\$250.00	\$225.00	\$200.00
1/6 Page	\$300.00	\$270.00	\$240.00
2 Col. by 2 inch	\$300.00	\$270.00	\$240.00
2 Col. by 3 inch	\$350.00	\$315.00	\$280.00
2 Col. by 4 inch	\$400.00	\$360.00	\$320.00
1/4 Page	\$450.00	\$405.00	\$360.00
1/3 Page	\$500.00	\$450.00	\$400.00
1/2 Page	\$650.00	\$585.00	\$520.00
2/3 Page	\$800.00	\$720.00	\$640.00
Full Page	\$1200.00	\$1080.00	\$960.00

Prices Subject To Change

Digital Bonus

Bee Culture's Digital Edition features regular computer, plus iPhone, iPad and Android formats, with LIVE links to every email and web address in YOUR ad.

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, blow-ins, fold-outs, belly bands 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 2".

Full Page - \$1200	2/3 Page - \$800	½ Page - \$650	½ Page - \$650	1/3 Page - \$500	¼ Page - \$450	
<div><p>Color bleed with copy at least 1/8" from edge.</p><p>8-3/8" x 10-7/8" w x h</p></div>	<div><p>4-5/8" x 9¾" w x h</p></div>	<div><p>4-5/8" x 6-3/8" w x h</p></div>	<div><p>7" x 4¾" w x h</p></div>	<div><p>7" x 3-1/8" w x h</p><p>2-3/16" x 9¾" w x h</p></div>	<div><p>3-3/8" x 4¾" w x h</p><p>7" x 2-3/8" w x h</p></div>	
2 col. x 4-inch - \$400	2 col. x 3-inch - \$350	2 col. x 2-inch - \$300	1/6 page (½ col.) - \$300	1/8 page - \$250	1 col. x 3-inch - \$200	1 col. x 2-inch - \$150
<div><p>4-5/8" x 4" w x h</p></div>	<div><p>4-5/8" x 3" w x h</p></div>	<div><p>4-5/8" x 2" w x h</p></div>	<div><p>2-3/16" x 4¾" w x h</p></div>	<div><p>2-3/16" x 3-5/8" w x h</p><p>3-3/8" x 2-3/8" w x h</p></div>	<div><p>2-3/16" x 3" w x h</p></div>	<div><p>2-3/16" x 2" w x h</p></div>

Who We Reach . . .

How many people read our magazine? We have a rate base of 19,000 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 23,000 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 10,000 beekeepers) do not subscribe to ANY OTHER BEEKEEPING MAGAZINE! The only way you can reach these avid spending beekeepers is through our pages. And don't forget our newsstand sales – Barnes & Noble, WalMart, Whole Foods, Tractor Supply, and hundreds of independent book stores across the nation.

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: A&O and NMC Forklift Companies, BetterBee, B.J. Sherriff Bee Suits, Pierco Frames, Dakota Gunness Uncappers, Cowen Mfg. **BEES & QUEENS:** 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

RELATED: Niteguard, Premier 1 Fencing, Amish Goods, Bucko Gloves, Mother Earth News, Back Home Magazine, Farming Magazine, R.M. Farms, Ernst Seeds, Bee Informed, Pollinator Stewardship Council

Contract and Copy Regulations . . .

- New customers 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.**
- Ads will not be reinserted without previous permission.
- Rates and other regulations subject to change without notice by the publisher.
- 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 . . .

- Half page or larger ads that arrive publication ready 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.beeculture.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 Jean at 800.289.7668, Ext. 3216 or email at jnewcombe@beeculture.com for more information.

Closing Date . . .

- Insertion orders and/or advertising copy must be in our office on the 10th of the month, two months preceding issue release.

Example: For the March issue copy must be in our office by January 10. If the 10th falls on a weekend the deadline will be the 8th or 9th of that month.

- 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

August						
Su	M	Tu	W	Th	F	Sa
						1
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					