

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. Plus our annual Interview issue in December.

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.

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.

Rate Information . . . Prices Effective January 1, 2018

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	*\$500.00	\$450.00	\$400.00
1/3 Page	\$500.00	\$450.00	\$400.00
1/2 Page	*\$750.00	\$675.00	\$600.00
2/3 Page	\$800.00	\$720.00	\$640.00
Full Page	*\$1500.00	\$1300.00	\$1200.00

*See BEEKeeping Only Prices

NEW FOR 2018! All 1/4, 1/2 and Full Page Advertisers in Bee Culture Magazine, who want to, will have their current ad run in our Quarterly BEEKeeping issue. For one time ads, get one FREE ad in BEEKeeping. For six time advertisers, get your ad in two issues of BEEKeeping. And for 12 time advertisers, have your ad in all four BEEKeeping issues. (See the separate rate card for BEEKeeping only advertising.)

<p>Full Page - \$1500</p> <p>+BEEKeeping</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 - \$800</p> <p>4-5/8" x 9 3/4" w x h</p>	<p>1/2 Page - \$750</p> <p>+BEEKeeping</p> <p>4-5/8" x 6-3/8" w x h</p>	<p>1/2 Page - \$750</p> <p>+BEEKeeping</p> <p>7" x 4 3/4" w x h</p>	<p>1/3 Page - \$500</p> <p>7" x 3-1/8" w x h</p> <p>2-3/16" x 9 3/4" w x h</p>	<p>1/4 Page - \$500</p> <p>3-3/8" x 4 3/4" w x h</p> <p>+BEEKeeping</p> <p>7" x 2-3/8" w x h</p>	
<p>2 col. x 4-inch - \$400</p> <p>4-5/8" x 4" w x h</p>	<p>2 col. x 3-inch - \$350</p> <p>4-5/8" x 3" w x h</p>	<p>2 col. x 2-inch - \$300</p> <p>4-5/8" x 2" w x h</p>	<p>1/6 page (1/2 col.) - \$300</p> <p>2-3/16" x 4 3/4" w x h</p>	<p>1/8 page - \$250</p> <p>2-3/16" x 3-5/8" w x h</p> <p>3-3/8" x 2-3/8" w x h</p>	<p>1 col. x 3-inch - \$200</p> <p>2-3/16" x 3" w x h</p>	<p>1 col. x 2-inch - \$150</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 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 63% 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 Gun-

ness Uncappers, Cowen Mfg. **BEES & QUEENS:** Rossman Apiaries, Strachan Apiaries, Olivarez Honey Bees
SUPPLIERS: Brushy Mountain Bee Farm, Dadant & Sons, Walter T. Kelley, Mann Lake Ltd., Maxant Industries, Ross Rounds
RELATED: Niteguard, Premier 1 Fencing, Mother Earth News, Back Home Magazine, Farming Magazine, R.M. Farms, Ernst Seeds, Bee Informed

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.)
- Full color throughout
- Inserts, blow-ins, fold-outs, 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"

Web Page Advertising . . .

Reach over 26,000 visitors/month at www.beeeculture.com. Use one of the many Banner ad locations and sizes available – with a live link to your web page or email. Call Jean at 800.289.7668, Ext. 3216 or email at jnewcombe@beeeculture.com for more information.

Have you ever tried an Advertorial. Ask Jean to show you a sample and talk to her about how to get yours into *Bee Culture* and *BEEKeeping*.

What about sponsoring one of the KIM&JIM Webinars. Talk to Jean and she'll give you all the details.

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					