

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 all over 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. 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.

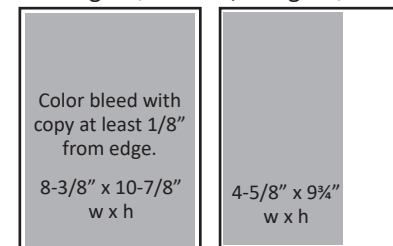
Rate Information . . . Prices Effective January 1, 2018

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

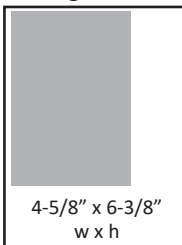
SIZE	1X	6X	12X
1 Col. by 2 inch	\$150.00	\$135.00	\$120.00
1 Col. by 3 inch	\$200.00	\$180.00	\$160.00
1/8 Page	\$250.00	\$225.00	\$200.00
1/6 Page	\$300.00	\$270.00	\$240.00
2 Col. by 2 inch	\$300.00	\$270.00	\$240.00
2 Col. by 3 inch	\$350.00	\$315.00	\$280.00
2 Col. by 4 inch	\$400.00	\$360.00	\$320.00
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

Note: ALL images must be at 300 dpi at the size you are using them at. This avoids blurry and pixelated images! Make sure the file you send us is also at 300 dpi!

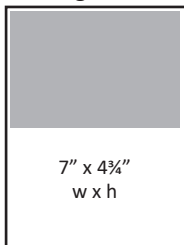
Full Page - \$1500 2/3 Page - \$800



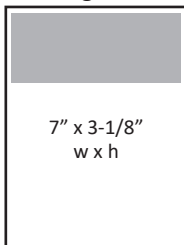
1/2 Page - \$750



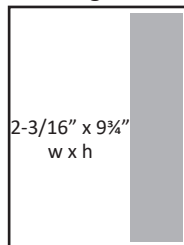
1/2 Page - \$750



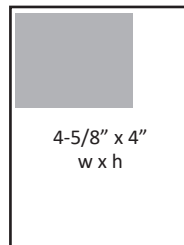
1/3 Page - \$500



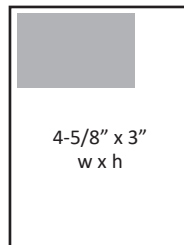
1/3 Page - \$500



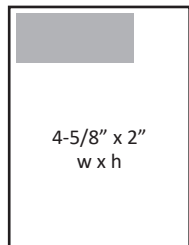
2 col. x 4-inch - \$400



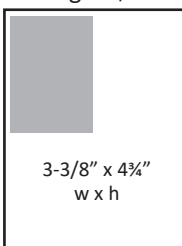
2 col. x 3-inch - \$350



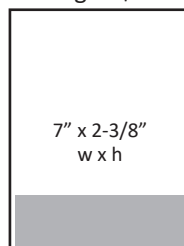
2 col. x 2-inch - \$300



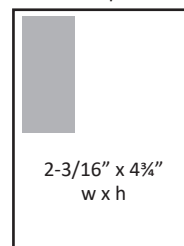
1/4 Page - \$500



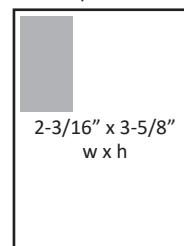
1/4 Page - \$500



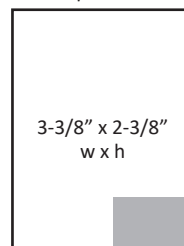
1/6 page (1/2 col.) - \$300



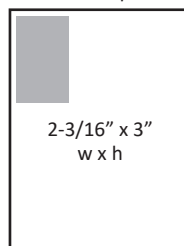
1/8 page - \$250



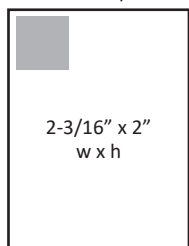
1/8 page - \$250



1 col. x 3-inch - \$200



1 col. x 2-inch - \$150



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: BetterBee, Pierco Frames, Dakota Gunness Uncappers, Cowen Mfg. **BEES & QUEENS:** Rossman Apiaries, Strachan Apiaries, Olivarez Honey Bees

SUPPLIERS: Dadant & Sons, Mann Lake Ltd., Maxant Industries, Ross Rounds

RELATED: Farming Magazine, Ernst Seeds, Bee Informed, 2 Million Blossoms, Honey Bee Health Coalition, Bee & Butterfly Habitat

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"
- Resolution: 300dpi at size of ad

Web Page Advertising . . .

Reach over 26,000 visitors/month at www.beeculture.com. All ads continuously rotate and have a live link to your web page or email.

All ads are the same size (500x500 pixels). Contact Bee Culture magazine with additional questions and pricing.

Have you ever tried an
Advertorial? Ask for a
sample and pricing.

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					

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