

# Bee Culture®

The Magazine of American Beekeeping

## 2024 Advertising Rate Card

### Who We Are...

Bee Culture Magazine was started in 1873 by Amos Ives (A. I.) Root, a historical figure in beekeeping, in Medina, Ohio. Bee Culture, the magazine of American beekeeping, is designed for beginning, sideline and commercial beekeepers who want the latest information on keeping bees. From industry news to upcoming events, Bee Culture Magazine is a must-have resource for beekeepers around the world.

Published monthly by Root Publications. Print, digital and bundle subscriptions are available.

### Bee Culture Magazine Print/ Digital/ Social Stats...

- Now in the 152nd year of publication
- 12 monthly issues
- 8K Print Issue Subscribers
- 1800+ Digital Issue Subscribers
- 40K+ Social Media Followers
- 12K+ Catch The Buzz Email Subscribers
- Total email list of 26K+
- 80K Monthly Average Website Visits

### Rated #1 Beekeeping Magazine

April 2024

\*Source:

[https://magazines.feedspot.com/beekeeping\\_magazines/](https://magazines.feedspot.com/beekeeping_magazines/)



### Bee Culture Demographics

based on reader survey July 2022

- 69% Male, 50% ages 50+
- 94% Keep Bees
- 60% are backyard beekeepers
- 50%+ have 2 of more years experience in beekeeping
- 81% find our ads useful
- 59% have contacted an advertiser after seeing an ad in Bee Culture

**TO ADVERTISE:  
CONTACT JEN MANIS,  
BEE CULTURE ADVERTISING COORDINATOR  
EMAIL: JEN@BEECULTURE.COM  
PHONE: 330.725.6677, EXT. 3216  
[www.bee-culture.com/advertise](http://www.bee-culture.com/advertise)**

# Ad Sizes and Print Rates

Ad sizes are given in inches.

## Full Page

Color bleed with copy at least 1/8" from edge.

8.375" x 10.875"  
w x h

### Price:

\$1500 one-time run  
\$1200 multi-run

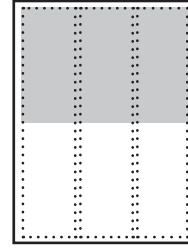


## 1/2 Page

7" x 4.75"  
w x h

### Price:

\$750 one-time run  
\$600 multi-run

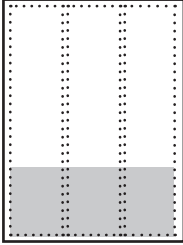


## 1/3 Page

7" x 3.125"  
w x h

### Price:

\$500 one-time run  
\$400 multi-run

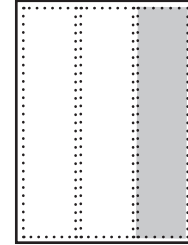


## 1/3 Page

2.1875" x 9.75"  
w x h

### Price:

\$500 one-time run  
\$400 multi-run

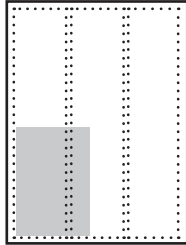


## 1/4 Page

3.375" x 4.75"  
w x h

### Price:

\$500 one-time run  
\$400 multi-run

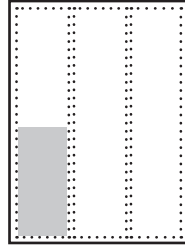


## 1/6 Page

2.1875" x 4.75"  
w x h

### Price:

\$300 one-time run  
\$240 multi-run

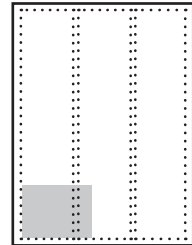


## 1/8 Page

3.375" x 2.375"  
w x h

### Price:

\$250 one-time run  
\$200 multi-run

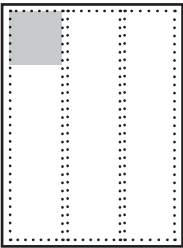


## 1 Col. x 2-inch

2.1875" x 2"  
w x h

### Price:

\$150 one-time run  
\$120 multi-run

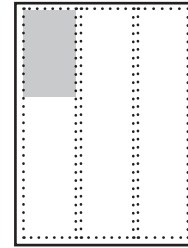


## 1 Col. x 3-inch

2.1875" x 3"  
w x h

### Price:

\$200 one-time run  
\$160 multi-run

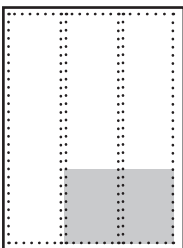


## 2 Col. x 3-inch

4.625" x 3"  
w x h

### Price:

\$350 one-time run  
\$280 multi-run

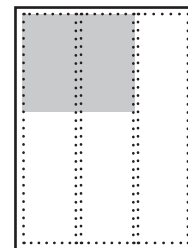


## 2 Col. x 4-inch

4.625" x 4"  
w x h

### Price:

\$400 one-time run  
\$320 multi-run



Note: Prices and size of ads offered subject to change at any time.

## Print Advertising Deadlines

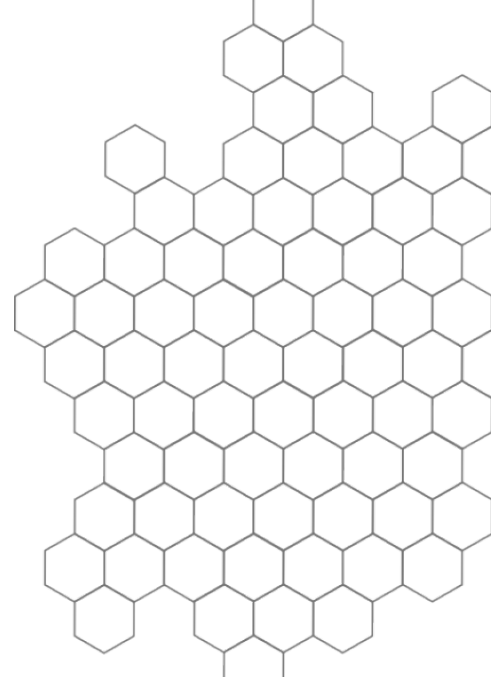
Ads are due on the 10th of the month, 2 months prior  
ex: August 2024 ads are due on June 10, 2024

- Any order received after closing date will be placed if possible, but insertion cannot be guaranteed
- **Payment is due within 30 days of invoice**  
*Payment methods: We accept credit cards, checks, ACH payments and wire transfers.*

### PRINT SUBMISSIONS:

Please submit ads for print with the following:

- **CMYK with 300 dpi resolution**
- Submit ads as a PDF or high quality .jpg attachment
- Ads under 10mb can be emailed to [jen@beeculture.com](mailto:jen@beeculture.com)
- Ads that are not submitted as the correct size may be resized accordingly



## Additional Print Advertising Options Classified Corner

- Great option for small businesses and individuals looking for a budget friendly way to advertise.
- Appears next to the Calendar section in each month's issue (example at right).

### CATEGORIES:

For Sale  
Wanted  
Services  
Job Postings  
Miscellaneous

### COST:

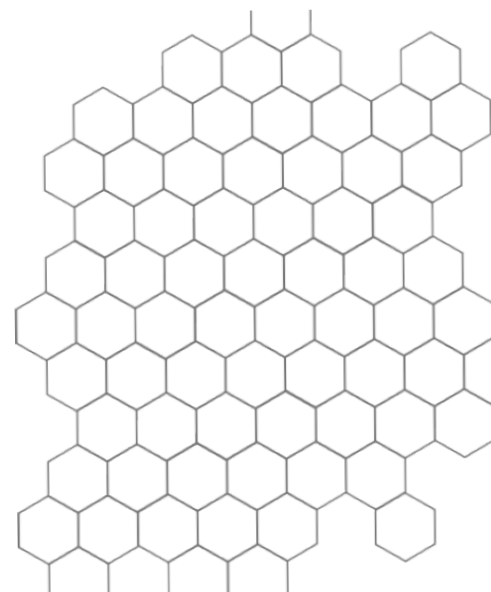
- **\$1.00 per word, minimum 10 words per ad.**
- **Must be paid in advance.**
- **Submit your classified ad on [www.beeculture.com/advertise](http://www.beeculture.com/advertise) or email [jen@beeculture.com](mailto:jen@beeculture.com) for more information.**

### Advertorial

One full page; 70% content 30% promotional  
Sample advertorials available upon request

**COST: \$975**

The advertisement is titled "CALENDAR CLASSIFIEDS" and is set within a decorative border. It features several sections of text, including "FOR SALE" with details about a book, "SEARCHING FOR" with a request for a beekeeper, and "WANTED" with a request for a beekeeper. A central image shows a colorful illustration of a beehive. At the bottom, there are social media links for Facebook and Instagram, and a "Catch Buzz" logo. A yellow box at the bottom right contains a note about back issues: "If you are having a beekeeping event, we are happy to send back issues to give to your attendees and students. BUT - we need to receive your request four weeks before your event so that we have time to process your request. Please email Emma at [Emma@BeeCulture.com](mailto:Emma@BeeCulture.com) with the number of magazines needed, a complete mailing address and a contact person."



# Digital Advertising Options

## Website:

Reach over 80,000 visitors/month at [www.beeculture.com](http://www.beeculture.com)

All ads continuously rotate on our homepage and have a live link to your website.

**COST: \$100/month; billed quarterly upon request**

**ADVERTISERS: Submit digital ads at 500x500 pixels, in .jpg or .png format**



## Email Blasts:

Purchase a spot for your business or event to be featured on our **Catch The Buzz** emails, which are sent out daily and weekly to over 12,000 subscribers. We have a 37% open rate; 2.6% click-through rate. Each ad has a live link to your website.

Please email [jen@beeculture.com](mailto:jen@beeculture.com) for a sample email example. Daily emails are sent out Monday-Saturday. Weekly editions of our email are sent out every Monday.

**Ad sizes available:**

- Large square ad 500 x 500 pixels

**COST: \$250/month**

- New option! Horizontal rectangle ad 600 (wide) x 175 (height) pixels

**COST: \$300/month**

**ADVERTISERS: Please submit ads at proper dimensions in .jpg or .png format**



# Bee Culture®

The Magazine of American Beekeeping

Effective April 2024

**TO ADVERTISE: CONTACT JEN MANIS,  
BEE CULTURE ADVERTISING COORDINATOR  
EMAIL: [JEN@BEECULTURE.COM](mailto:JEN@BEECULTURE.COM) PHONE: 330.725.6677, EXT. 3216**

Bee Culture Magazine | [www.beeculture.com](http://www.beeculture.com) | 623 W. Liberty St., Medina, OH 44256