

# Bee Culture®

The Magazine of American Beekeeping

## 2024 Advertising Rate Card

### Who We Are...

Bee Culture Magazine was started in 1873 by Amos Ives 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 editions are available.

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

- Published for 151 years
- 12 monthly issues
- 10K Print Issue Subscribers
- 1300+ Digital Issue Subscribers
- 40K Social Media Followers
- 12K+ Catch The Buzz Email Subscribers
- Total email list of 20K+
- 80K Monthly Average Website Visits

### Rated #1 Beekeeping Magazine

February 2023

\*Source: [https://blog.feedspot.com/beekeeping\\_magazines](https://blog.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

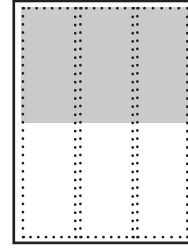


## 1/2 Page

7" x 4.75"  
w x h

### Price:

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

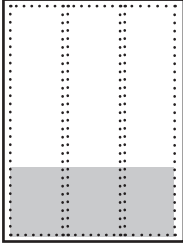


## 1/3 Page

7" x 3.125"  
w x h

### Price:

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

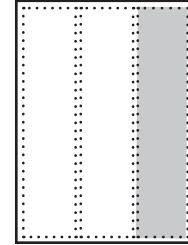


## 1/3 Page

2.1875" x 9.75"  
w x h

### Price:

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

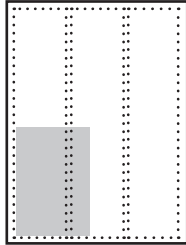


## 1/4 Page

3.375" x 4.75"  
w x h

### Price:

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

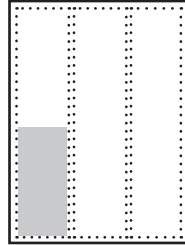


## 1/6 Page

2.1875" x 4.75"  
w x h

### Price:

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

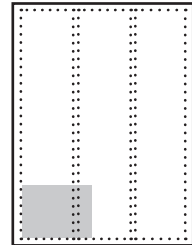


## 1/8 Page

3.375" x 2.375"  
w x h

### Price:

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

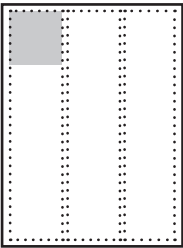


## 1 Col. x 2-inch

2.1875" x 2"  
w x h

### Price:

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

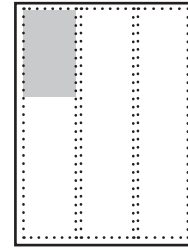


## 1 Col. x 3-inch

2.1875" x 3"  
w x h

### Price:

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

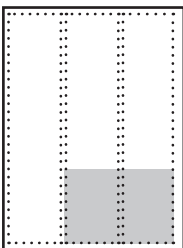


## 2 Col. x 3-inch

4.625" x 3"  
w x h

### Price:

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

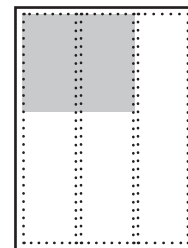


## 2 Col. x 4-inch

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: January 2024 ads are due on November 10, 2023

- Any order received after closing date will be placed if possible, but insertion cannot be guaranteed
- Payment is due within 30 days of invoice

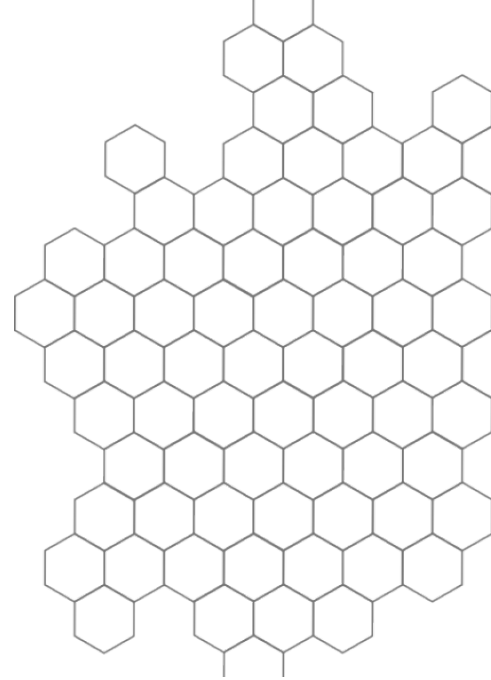
*Payment methods:*

*We accept credit cards, checks 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.

### CATEGORIES:

For Sale  
Wanted  
Services  
Job Postings  
Miscellaneous

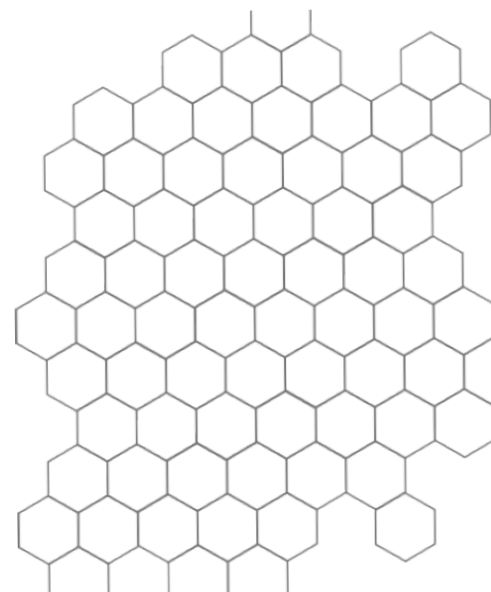
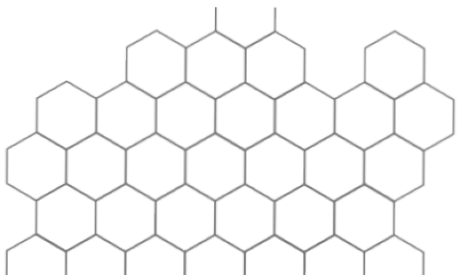
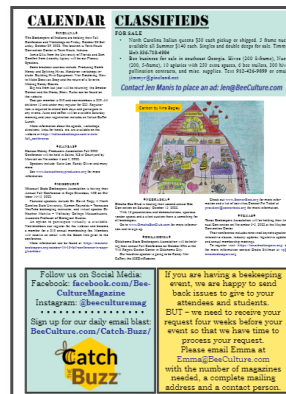
### COST:

- \$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**



# Digital Advertising Options

## Website:

Reach over 80,000 visitors/month at [www.beeeculture.com](http://www.beeeculture.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 30% open rate; 2.5% click-through rate. Each ad has a live link to your website.

Please email [jen@beeeculture.com](mailto:jen@beeeculture.com) for a sample email example. Daily emails are sent out Monday-Saturday. Weekly editions of our emails 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 size in .jpg or .png format**



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The Magazine of American Beekeeping

Effective October 2023

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