

Bee Culture®

The Magazine of American Beekeeping

2025 Advertising Rate Card

Who We Are...

Bee Culture Magazine was started in 1873 by 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...

- Published for 153 years
- 12 monthly issues every year
- 8K Print Issue Subscribers
- 2000+ Digital Issue Subscribers
- 40K+ Social Media Followers
- 8K+ 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/



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**

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

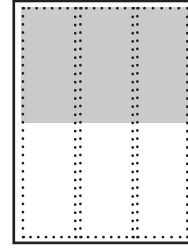


1/2 Page

7" x 4.75"
w x h

Price:

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

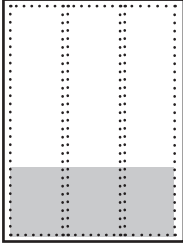


1/3 Page

7" x 3.125"
w x h

Price:

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

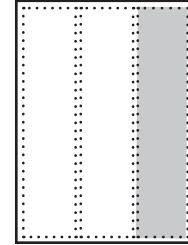


1/3 Page

2.1875" x 9.75"
w x h

Price:

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

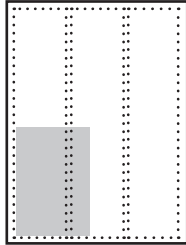


1/4 Page

3.375" x 4.75"
w x h

Price:

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

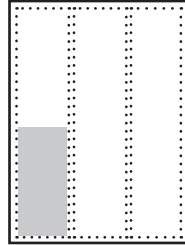


1/6 Page

2.1875" x 4.75"
w x h

Price:

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

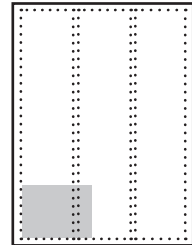


1/8 Page

3.375" x 2.375"
w x h

Price:

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

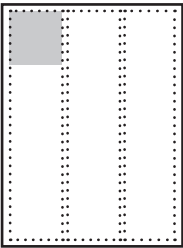


1 Col. x 2-inch

2.1875" x 2"
w x h

Price:

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

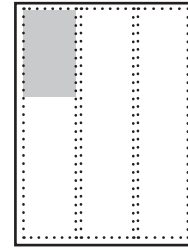


1 Col. x 3-inch

2.1875" x 3"
w x h

Price:

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

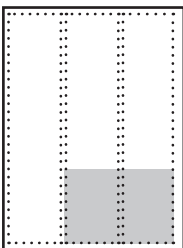


2 Col. x 3-inch

4.625" x 3"
w x h

Price:

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

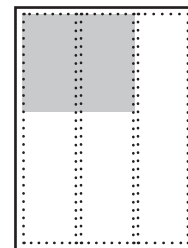


2 Col. x 4-inch

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

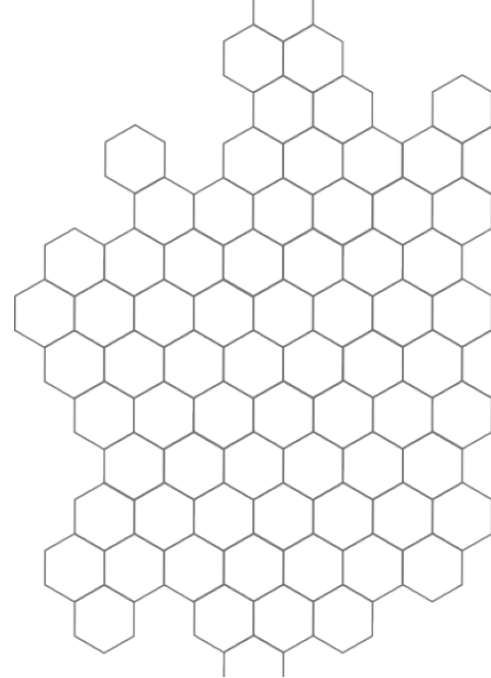
Ads are due on the 10th of the month, 2 months prior
ex: March 2025 ads are due on January 10, 2025

- 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
- 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:

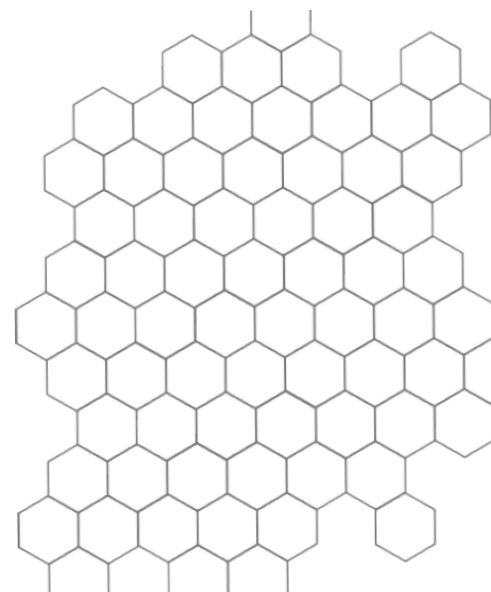
- **\$1.00 per word, minimum 10 words per ad.**
- **Must be paid in advance.**
- **Submit your classified ad on www.beeculture.com/advertise or email jen@beeculture.com for more information.**

Advertorial

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

COST: \$975

The advertisement is a rectangular box with a yellow background. It is divided into several sections. At the top left, there is a 'CALENDAR' section with a small table. To its right is a 'CLASSIFIEDS' section with a 'FOR SALE' sub-section. Below these are several small text ads. In the center, there is a colorful illustration of a beehive with bees. At the bottom, there is a 'Catch the Buzz' logo and a yellow box with text about social media and email newsletters. The text in the yellow box says: 'Follow us on Social Media: Facebook: facebook.com/BeeCultureMagazine Instagram: @beeculturemag Sign up for our daily email blast: BeeCulture.com/Catch-Buzz/ 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 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

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

***Website refresh is in the works. New advertising options may be available in early 2025.

Email Blasts:

Purchase an ad spot for your business or event to be featured within our **Catch The Buzz** emails, which are sent out daily and weekly to about 8,000 subscribers. We have a 37.5% open rate; 2.4% total click-through rate. Each ad has a live link to your website.

Please email jen@beeculture.com for a sample email example.

Daily emails are sent out Monday-Saturday.

Weekly editions of our email are sent out once a week, 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

Catch The Buzz
The Magazine of American Beekeeping

Click below to read all the BUZZ

SIX HEALTH BENEFITS OF HONEY

Honey's benefits have been touted since antiquity — and it turns out Romans were onto something. Honey really can fill the sweet spots in your health.

Though honey — a sweet, sticky liquid made by honeybees from technically a sugar. It's also really rich in a lot of different bioactive's cases: magnesium, potassium (and healthy fat) antioxidants, phytochemicals and good-for-you minerals, proteins, enzymes, antioxidants and so on.

NEED QUEENS? GIVE US A BUZZ...

SASKATRAZ CARROLL JANS TALANS
OHB
ORBEES.COM • 630.885.0288
ORDER DIRECTLY FROM THE BREEDER.
OUR STOCK IS CERTIFIED HIVE BEETLE AND AFB FREE.

JZ's BZ's
jzsbzs@aol.com
866-559-0525
to order
Cups, Cages
& Cell Bars

KONA QUEEN HAWAII
Summer & Fall Sale
July 1 - Nov 1
Save \$4/queen while supplies last!
808-328-9016
FREE SHIPPING on domestic orders of 100+
Kona Queens & Certified queens
Guaranteed LIVE DELIVERY

Ultimate Winter Protection

HONEY BEE BIOLOGY

HONEY BEE BIOLOGY AND BEEKEEPING

Bee Culture[®]
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Effective November 2024

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Bee Culture Magazine | www.beeculture.com | 623 W. Liberty St., Medina, OH 44256