

2025 MEDIA KIT



Informed decisions start here.
Seed Manitoba brings farmers the data
that matters – accurate, unbiased, and
trusted across the province.

seedmb.ca

**Need help creating content but don't have resources or platforms to do so?
We can help.**

Our *Seed Manitoba* team will work with you to create content and feature it across all our media channels. Combining online and print delivery gives you the audience extension that is so critical to build interest, leads, pipeline and massive revenue opportunities.

INSIDERS

Are you looking for a comprehensive marketing solution designed to propel your company forward, promote your products and engage with consumers?

Then INSIDERS is for you. With decades of experience and a proven track record, we have helped numerous seed industry clients increase their market share and grow their businesses. We use a combination of innovative targeted marketing strategies and digital solutions to deliver impactful campaign to our clients.

AMPLIFY

Your ideal platform to build customer engagement, brand connection and drive lead generation.

Position your thought leadership and connect with your audience and truly dominate a position in the market. We provide all the content, tools and channels in this one-on-one, personalized content platform. You work directly with our team of experts. Plus, we'll do all the heavy lifting from strategy, writing, content metrics and ROI strategy sessions. Drive more leads, more traffic and more sales with the done-for-you system.

Be PRESENT Be COMPETITIVE

Launch your next campaign with the "be" series of integrated print and digital marketing tools.

Deliver frequency and reach and generate more qualified prospects as we share our 5x strategy to increase pipeline and sales. These high-value targeted programs have been delivering success for clients just like you in the seed industry.

Put your message beside the variety data Manitoba farmers trust.

Built on independent the Manitoba Crop Evaluation Trials (MCVET) results, Seed Manitoba is delivered in early December—right when growers make and firm up seeding plans.

Delivered annually, and with a new website launching in November 2025, Seed Manitoba provides year-round, practical information on yield performance, maturity, disease resistance, and agronomic traits across cereals, oilseeds, pulses, and forages.

Driving Results: Why Seed Manitoba Works

- Unbiased authority: MCVET's third-party variety results make Seed Manitoba the annual reference farmers trust to compare seed.
- Right moment: In mail early December during growers planning season plus year-round digital presence on seedmb.ca.
- Right readership: Delivered as a stand-alone publication to over 7,500 Manitoba growers and crop advisors
- High impact options: With unique digital opportunities, content marketing programs and attention grabbing print advertising executions we can help you tell your story and get noticed.

Who You'll Reach:

- Manitoba grain, oilseed, pulse, forage growers; agronomists; crop advisors; seed retailers; distributors, seed cleaning facilities and extension staff.

Manitoba Production Statistics

- \$10.19B Manitoba farm cash receipts, with crops = 64.4% of the total.
- ~8650 farms in grain and crop production
- 5.49M tonnes Wheat produced in 2024 - Manitoba's represented 15.7 per cent of total Canadian wheat production for 2024
- 44 bu/ac - 2024 saw record soybean yields = total production of 1.7M tonnes
- 504,600 seeded acres of grain corn in 2024 with average yields of 139.4 bu/ac



Produced in partnership
with the Manitoba Crop
Variety Evaluation Team

Seed Manitoba
reaches thousands
of growers right
when they're
making critical
seeding decisions
— putting your
brand exactly where
Manitoba farmers
look first.

FULL CIRCULATION RATES

	1X FULL COLOUR
DPS	\$5,950
Full Page	\$2,950
1/2 Page DPS	\$4,150
2/3 Page	\$2,550
1/2 Page	\$2,050
1/3 Page	\$1,750
1/4 Page	\$1,550

COVER POSITIONS

	1X
Inside Front, Inside Back Cover	\$3,650
Outside Back Cover	\$4,000
1/2 Page DPS on the Table of Contents	\$4,050

BUSINESS CARDS

1/8 Page Colour	\$1,250
1/8 Page B&W	\$300

NOTE: RATES FOR PROFESSIONAL ADVERTISING DESIGN AND PRODUCTION ARE AVAILABLE ON REQUEST.

DEADLINES

2026 ISSUE

Booking: October 15, 2025

Material: October 29, 2025

Mailboxes: Early December 2025

PREMIUM ADVERTISING

INSERTS

Inserts deliver a highly targeted audience at a fraction of the cost of a direct mail piece. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size.

POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover with your unique marketing piece on the outside of the magazine distributed in a clear polybag.

BELLYBANDS

A band of paper wrapped around the magazine with your message. Before readers open the issue, they will see your advertisement.

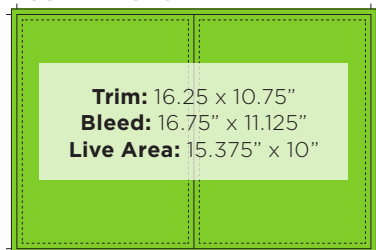
GATEFOLD COVER

Maximize the impact of your message with a multi-page gatefold. This multi-page spread advertisement opens up from the inside front cover, thus allowing multiple pages of advertising.

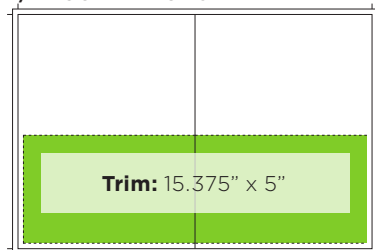
FILE SUBMISSION & REQUIREMENTS

All files must be submitted as a press ready CMYK PDF file with a minimum resolution of 300 dpi. Please confirm the artwork is built to the appropriate ad size. Final proofing is the responsibility of the advertiser.

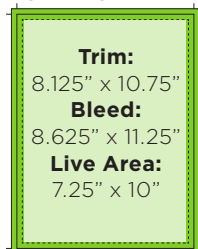
DOUBLE PAGE SPREAD



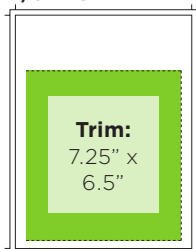
1/2 DOUBLE PAGE SPREAD



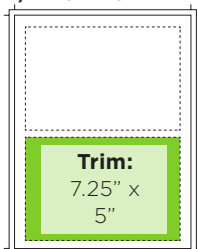
FULL PAGE



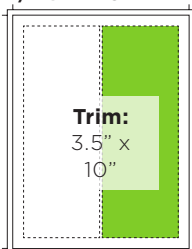
2/3 PAGE



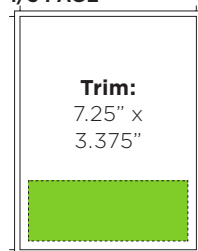
1/2 HORIZONTAL



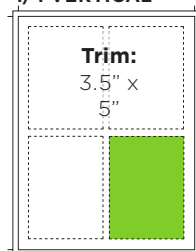
1/2 VERTICAL



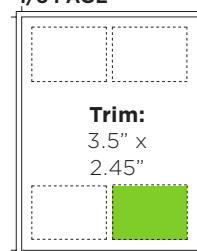
1/3 PAGE



1/4 VERTICAL



1/8 PAGE



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