

2024

WORLD GRAIN[®]



MEDIA GUIDE

world-grain.com

SOSLAND
PUBLISHING

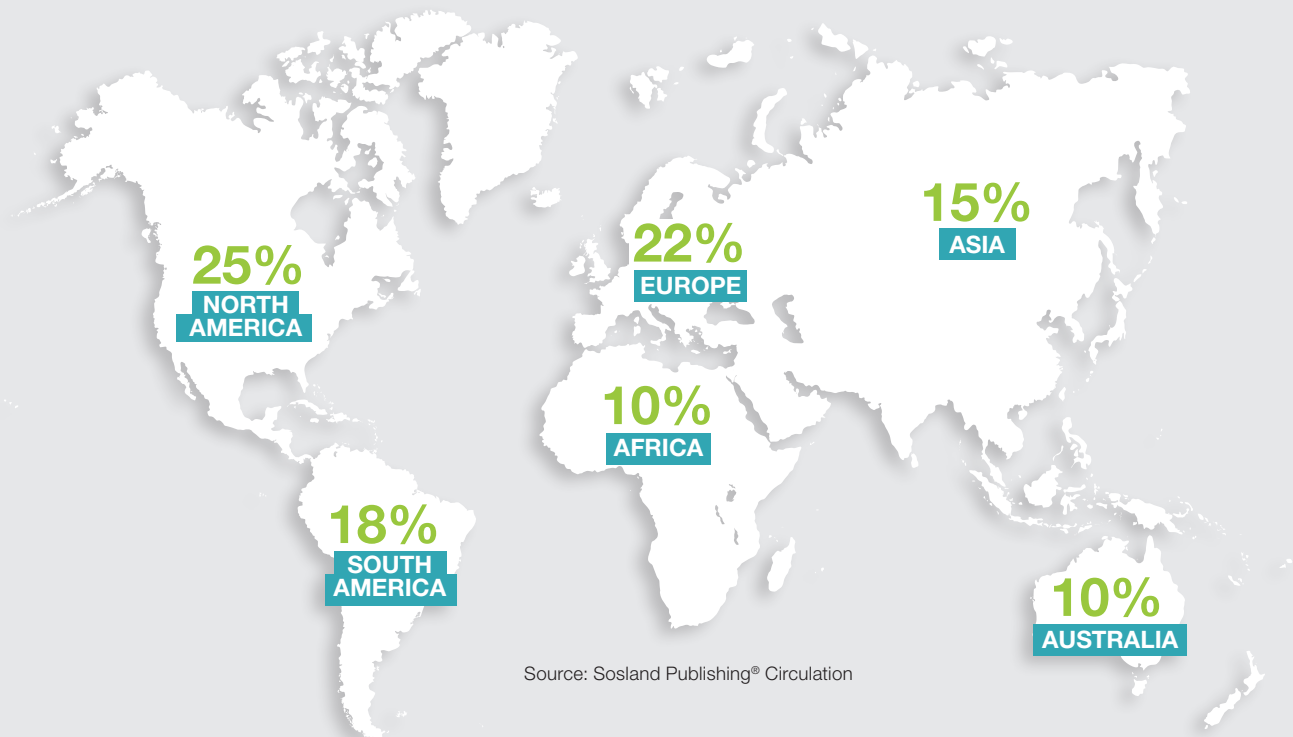


WORLD GRAIN®

The industry's leading source for global operations

Long recognized as the indispensable source of information for the international grain executives and operators, *World Grain* provides the latest news and captivating analysis while covering topics such as grain storage and transportation issues, global trade and market trends, grain and feed processing operations and end-market demands. Our industry-best team of editors and contributors bring a wealth of experience to an industry that is constantly evolving while identifying the best in production strategies and trends that will impact your buyer's customer tomorrow.

Geographic readership analysis



Source: Sosland Publishing® Circulation

More than 5.5 million ways to connect with customers in 2024¹

World Grain's omnichannel approach delivers critical context and insights about the latest news and information driving the grain, flour and feed industry. Each month, *World Grain* provides on average over 460,000 opportunities to connect with a highly engaged group of decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.



10,910

Average monthly print circulation²



18,640

Average monthly digital circulation³



103,128

Average monthly web sessions⁴



331,265

Average monthly newsletter circulation⁵

463,943 Average monthly opportunities to connect with customers⁶

Source:

1. Publisher's own data, June 2023. Average Monthly Opportunities to Connect with Customers x 12 months
2. Sosland Publishing Circulation. Qualified circulation for analyzed issues (January 2023 – June 2023)
3. Sosland Publishing Circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation
4. Google Data Studio, January 2023 – June 2023
5. Publisher's own data, June 2023. Aggregate monthly distribution (distribution x frequency) for *World Grain Daily*, *World Grain Feed Miller Update*, *World Grain Operative Miller* and *World Grain Weekly*. No attempt has been made to identify or eliminate duplication that may exist across media channels
6. Publisher's own data, June 2023. May include duplication of viewers across/within channels (Average Monthly Digital Circulation + Average Monthly Newsletter Circulation + Average Monthly *world-grain.com* Pageviews)

Areas of business



- 29% Feed / Pre-mix Manufacturing
- 27% Flour Milling
- 26% Grain Facility
- 13% Other
- 4% Specialty Milling
- 1% Oilseed Crushing

Job title



- 71% Senior Management
- 29% Operations

Source: Sosland Publishing Circulation

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2024 editorial calendar

Calendar and Bonus Distribution subject to change

January (CLOSE DATE: NOV 28, 2023)

GEAPS Show Issue

World Grain previews the Grain Elevator and Processing Society's (GEAPS) 94th Annual Conference and Trade Show, February 24-27 in Kansas City, Missouri, U.S. This issue will have bonus distribution at one of the world's premier grain storage and handling shows — GEAPS Exchange 2024.

GEAPS exhibitors that place an advertisement in this issue receive a free product release and photo in the GEAPS Exchange Product Showcase.

Special Report: Greenhouse wheat production

Country Focus: Australia

Bonus Distribution: GEAPS Exchange 2024

February (CLOSE DATE: DEC 22, 2023)

VICTAM Asia and Health & Nutrition Asia Show Issue

World Grain previews the 2024 VICTAM Asia and Health & Nutrition Asia, set for March 12-14, 2024, in Bangkok, Thailand. This issue will have bonus distribution at one of the world's premier animal feed processing industry shows within Asia — 2024 VICTAM Asia and Health & Nutrition Asia.

VICTAM Asia exhibitors that place an advertisement in this issue receive a free product release and photo in the VICTAM Asia exhibitors' preview

Feed Quarterly: A look at the latest issues, trends and news affecting the global feed industry

Special Report: Global feed production survey

Country Focus: Zimbabwe

Bonus Distribution: 2024 VICTAM Asia and Health & Nutrition Asia

March (CLOSE DATE: JAN 25)

IAOM Show Issue

World Grain will present the industry's most comprehensive guide to the International Association of Operative Millers' (IAOM) 128th Annual Conference and Expo to be held April 16-18 in Salt Lake City, Utah, U.S. This issue will have bonus distribution at one of the world's premier milling events — the 128th IAOM conference and trade show.

IAOM exhibitors that place an advertisement in this issue will receive a free product release and photo to highlight their equipment.

Special Report: Future of grain-based biofuels

Country Focus: Saudi Arabia

Bonus Distribution: IAOM Conference and Expo

April (CLOSE DATE: FEB 23)

Asian Suppliers Issue

A special advertising supplement profiling Asian equipment, product and service suppliers.

Asian companies that place an advertisement in this issue will receive a free company profile or may highlight their latest projects or products.

Special Report: Wheat flour trade trends

Country Focus: South Korea

May (CLOSE DATE: MAR 21)

European Suppliers Issue

A special advertising supplement profiling European equipment, product and service suppliers.

European companies that place an advertisement in this issue will receive a free company profile or may highlight their latest projects or products.

Feed Quarterly: A look at the latest issues, trends and news affecting the global feed industry

Special Report: Global grain acreage expansion

Country Focus: United Kingdom

Bonus Distribution: Sosland Publishing Purchasing Seminar / IGC Grains Conference

2024 editorial calendar - cont.

Calendar and Bonus Distribution subject to change

June (CLOSE DATE: APR 25)

Grain Storage and Handling Issue

An update on the developments in grain storage and handling and reviews of the latest equipment.

Specialty Milling: Rice milling

Special Report: Artificial Intelligence (AI) in the grain industry

Country Focus: Kazakhstan

July (CLOSE DATE: MAY 21)

North and South American Suppliers Issue

A special advertising supplement profiling North and South American equipment, product and service suppliers

North and South American companies that place an advertisement in this issue will receive a free company profile or can highlight their latest projects or products.

Special Report: Grain shipping update

Country Focus: Mexico

August (CLOSE DATE: JUN 24)

Regional Review Issue

World Grain will examine the grain, feed and flour milling industries in South America, the world's largest producer and exporter of soybeans.

Feed Quarterly: A look at the latest issues, trends and news affecting the global feed industry

Special Report: Biggest feed industry challenges

Country Focus: Indonesia

September (CLOSE DATE: JUL 23)

The Milling Issue

World Grain's annual issue dedicated to developments in the milling industry and advances in research and technology.

Specialty Milling: Organic wheat milling

Special Report: Artificial Intelligence (AI) in the milling industry

Country Focus: Iraq

Bonus Distribution: International Association of Operative Millers Mideast & Africa Region / North American Millers Association / International Milling and Cereals Industry Meeting

October (CLOSE DATE: AUG 26)

Ship Loading/Unloading and Ports Review Issue

News from major grain ports and a review of ship loading and unloading projects.

Special Report: China Belt and Road Initiative update

Country Focus: Russia

November (CLOSE DATE: SEP 24)

World Grain Trade Review Issue

World Grain's annual trade review is one of the most popular and important issues of the year. It highlights global grain supply and demand as well as import and export statistics from the top grain handling ports.

Specialty Milling: Malting barley

Special Report: Agribusiness companies' sustainability efforts

Country Focus: Ukraine

December (CLOSE DATE: OCT 25)

Feed Milling Issue

World Grain previews the annual International Production & Processing Expo (IPPE) set for January 28-30 in Atlanta, Georgia, U.S., and examines the latest developments in the feed industry. This issue will have bonus distribution at one of the world's premier animal feed and grain processing events — IPPE 2025.

IPPE exhibitors that place an advertisement in this issue receive a free product release and photo in the IPPE exhibitors' preview.

Feed Quarterly: A look at the latest issues, trends and news affecting the global feed industry

Special Report: Feed Industry

Country Focus: Brazil

Bonus Distribution: IPPE 2025



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Digital marketing opportunities

TARGETED EMAIL MARKETING

Deliver your tailored message directly to your best prospects. Targeted emails are a great way to build brand awareness, introduce new products, announce special offers and drive qualified traffic and leads to your website.

WEBINARS

World Grain's hosted webinars offer a powerful opportunity for brands looking to share their compelling content and expert insights with targeted audiences. Leveraging World Grain's exclusive subscriber database drives quality viewership and ensures that your messaging is heard by difference makers across the grain, flour and feed industries.

E-ZINES

Spotlight your company's technology or service by showcasing how it addresses a current consumer trend in the marketplace or how it delivers solutions to grain, flour and feed companies' challenges. Your team or our editors share the details behind success stories from your customers' perspective, supplemented by input from your company's subject matter expert, creating a credible, interactive digital magazine for informing your customers while enticing them with a call to action.

WHITE PAPERS

World-grain.com will host your white paper and promote it to a targeted audience. White paper hosting includes a reference on the white paper listing page and a dedicated landing page.

AUDIENCE EXTENSION

Stay engaged with world-grain.com visitors after they leave our site and navigate across the web, use mobile apps or consume social media. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates.

NATIVE ARTICLES

Native content extends your brand's recognition within the grain industry through our high-traffic website, world-grain.com. Your brand's thought leadership, processing expertise, or other native content will be woven within our site and will also be promoted in a World Grain newsletter to engaged readers.

CUSTOM PUBLISHING

For unique custom digital publishing projects, World Grain delivers a wealth of marketing solutions with creativity, professionalism and credibility.



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Digital marketing opportunities - cont.

Newsletters



Our *Daily Newsletter* keeps industry professionals informed on breaking news that affects the global grain, flour, feed and biofuels industries.



Sent on Fridays, the *Weekly Newsletter* delivers the top stories impacting the global grain, flour and feed industries.

WORLD GRAIN. Feed Miller Update

Our *Feed Miller Update* newsletter is distributed on the last Thursday of the month, and provides news and operations articles along with technical pieces to help today's feed milling professionals address universal challenges.

WORLD GRAIN. Operative Miller Update

Stay at the top of the global milling industry. The *Operative Miller Update*, sent on the last Wednesday of the month, provides the latest news, technical features and operations articles to help today's operative miller get the information necessary to succeed.

Newsletter ad rates

AD TYPES	DAILY		WEEKLY	FEED MILLER UPDATE	OPERATIVE MILLER UPDATE
	M / W / F	T / TH	FRIDAYS	LAST THURSDAY OF THE MONTH	LAST WEDNESDAY OF THE MONTH
BLOCKBUSTER	\$2,375	\$2,200	\$2,100	\$2,100	\$2,100
MEDIUM RECTANGLE 1	\$1,875	\$1,700	\$1,575	\$1,575	\$1,750
MEDIUM RECTANGLE 2	\$1,675	\$1,500	\$1,300	\$1,300	\$1,500
SPONSORED MESSAGE	—	—	\$1,575	—	\$1,500

**How
newsletter
sponsorships
drive results**

(Blockbuster - advertise here!)

(Newsletter Topic)
Reaches food industry decision makers

(Medium Rectangle - advertise here!)

(Sponsored Message - advertise here!)

Builds brand awareness with built-in, targeted audiences

(Newsletter Topic)
Aligns your brand with a trusted news source

View the newsletter ad rates chart below to see what ad positions you can claim in our newsletters.

Digital marketing opportunities - cont.



Website ad rates

AD TYPES	RATES (PER MONTH)
LEADERBOARD	\$2,550
EXPANDABLE LEADERBOARD	\$2,725
INLINE MEDIUM RECTANGLE	\$2,550
MEDIUM RECTANGLE 1	\$2,300
MEDIUM RECTANGLE 2	\$2,250
ANCHOR	\$2,775 PER WEEK



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Digital editions

As the exclusive sponsor of a *World Grain* digital edition, your wide skyscraper ad will appear next to every page of the sponsored digital edition. In addition to this premium location, your blockbuster ad also will appear in *World Grain's* digital edition email alert, which is sent to the subscriber database. Digital alerts are sent to nearly 18,000 recipients each month.¹

1. Source: Sosland Publishing Circulation

DIGITAL EDITION SPONSORSHIP - \$3,850 PER MONTH

- Wide skyscraper ad on the digital edition
- Blockbuster ad on the digital alert email

SPONSORSHIP + VIDEO OR INTRO AD - \$5,250 PER MONTH

- Wide skyscraper ad and blockbuster ad
- Video or ad on the digital edition intro page

Video spotlight

\$2,625

Let *world-grain.com* host your company video. Your video will be featured on the home page for one week, promoted in *World Grain* newsletters for one week, and housed on the video page for one year. In addition, your video will be sent via email to a list of 5,000 industry professionals.





Print marketing opportunities

Print ad rates

AD TYPES	1-5X	6-12X	13X+
TWO-PAGE SPREAD	\$8,625	\$8,225	\$6,900
FULL PAGE	\$5,750	\$5,475	\$4,600
1/2 ISLAND	\$4,500	\$4,300	\$3,600
1/2 PAGE	\$4,100	\$3,900	\$3,275
1/3 PAGE	\$3,600	\$3,425	\$2,875
1/4 PAGE	\$3,250	\$3,100	\$2,600

Advertorials

Promote your brand's unique capabilities with an advertorial. Advertisers have the option of providing the journalistic style article or one of our editors will produce the piece for an additional cost. As an added bonus, your advertorial will feature a live website link in *World Grain's* digital edition, driving engaged readers to your doorstep.

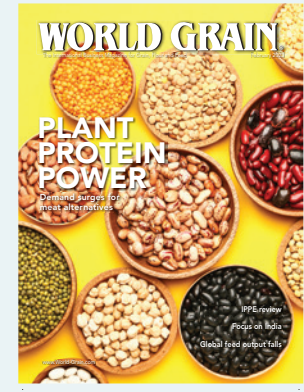
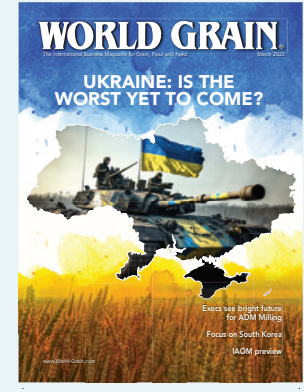
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+ digital
solutions



Meet your buyers at EVERY turn.

Integrated print and digital solutions reach them on their time, their terms and their path.

To embark on the journey, email wgsales@sosland.com or call us at (816) 756-1000 or (800) 338-6201.



Print marketing opportunities - cont.

Special issues

Bonus Distribution subject to change

LATIN AMERICAN BUYERS GUIDE

A comprehensive directory in Spanish of manufacturer's, service companies and distributors for the grain handling, processing and feed milling industries. This issue features an annual event calendar, list of associations by country and major grain export and import terminals.

Advertisers in the Latin American Buyers Guide will receive a complimentary product release and photo.

Close date: Jan 5

Publishes: April

CHINESE LANGUAGE EDITION

This issue consists of select features, milling/feed/grain operations articles and technical profiles specifically chosen for our Chinese speaking members of the global grain, flour and feed industries.

Advertisers in the Chinese Language issue will receive a complimentary product release and photo.

Close date: May 20

Publishes: July

LATIN AMERICAN SUPPLEMENT

This issue features articles, technical profiles and technology updates of interest to the grain, flour and feed industries in Latin America.

Close date: Aug 27

Publishes: October



Print marketing opportunities - cont.

Special issues

Bonus Distribution subject to change

GRAIN & MILLING ANNUAL

This publication serves as a directory, statistical resource and historical record of the grain and milling industries in the U.S., Canada, Mexico and the Caribbean.

Bonus Distribution: All major grain, feed and milling conferences in 2024

Close date: Sep 11

Publishes: November

INTERNATIONAL BUYERS GUIDE

A comprehensive directory of manufacturers, service companies and distributors serving the grain handling, grain processing and feed milling industries. This issue features an annual event calendar, list of industry associations by country and major grain export and import terminals.

Advertisers in the International Buyers Guide will receive a complimentary product release and photo.

Bonus Distribution: All major grain conferences in 2024

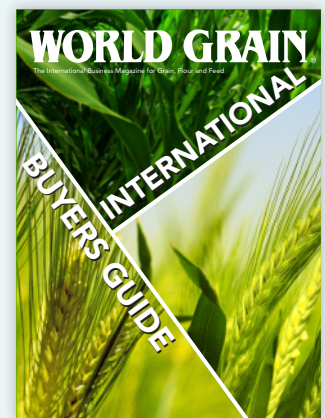
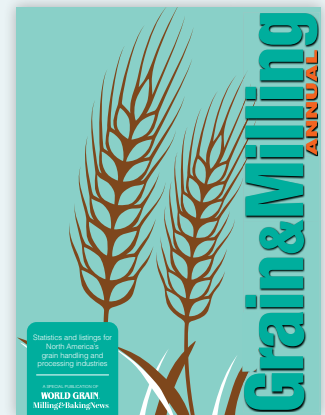
Close date: Oct 8

Publishes: December



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