

WORLD GRAIN[®]

THE INTERNATIONAL BUSINESS MAGAZINE FOR GRAIN, FLOUR AND FEED

media guide



world-grain.com

SOSLAND
PUBLISHING



WORLD GRAIN[®]

A world of coverage

World Grain delivers breaking news and compelling insights related to grain storage and transportation issues, global trade and market trends, grain and feed processing operations and end-market demands. Whether in print or digital formats, *World Grain's* industry-best team of editors and contributors bring a wealth of experience to an industry that is constantly evolving, identifying the trends that will impact your customer's customer tomorrow.

Long recognized as the indispensable source of information for the international grain executives and operators, *World Grain* delivers behind-the-scenes operations features for grain handling, flour milling and feed processing, as well as industry news, special reports, commodity market updates, new product technology and in-depth looks at industry activities that shape the global grains markets.



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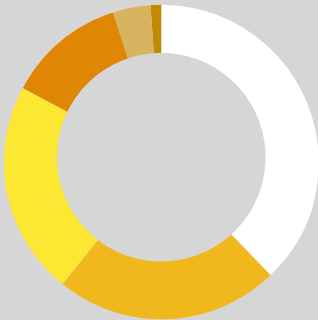
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AREAS OF BUSINESS



- 37% Flour Milling
- 24% Feed/Pre-mix Manufacturing
- 23% Grain Facility
- 11% Other
- 4% Specialty Milling
- 1% Oilseed Crushing

JOB TITLE



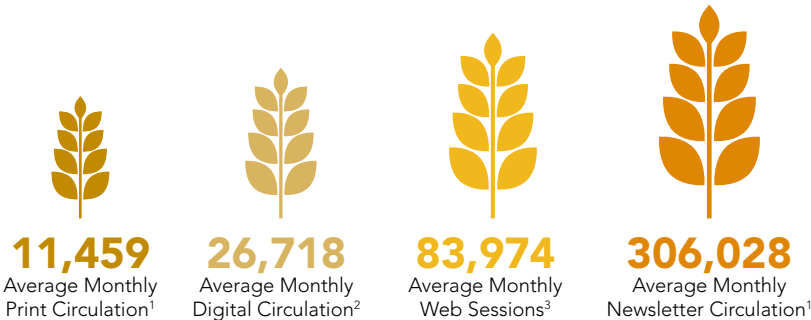
- 75% Senior Management
- 25% Operations

SOURCE: SOSLAND PUBLISHING@CIRCULATION

More than 5,000,000 ways to connect with customers in 2022

World Grain delivers essential content researched and written by experienced editors who bring unique insight and perspective to today's dynamic marketplace.

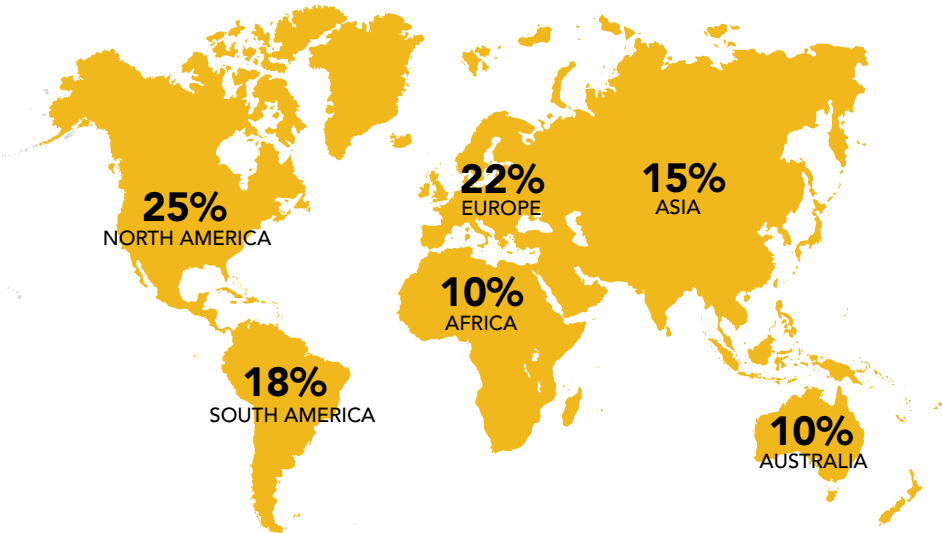
Our omnichannel approach offers more than 400,000 opportunities each month to engage industry decision-makers, build affinity for your brand, and deliver your key marketing messages via the punch of our industry-leading platform.



428,179 Average Monthly Opportunities to Connect with Customers⁴

Source:
 1. Sosland Publishing Circulation
 2. Sosland Publishing circulation. Average monthly digital Circulation = Total Qualified Circulation + Non-qualified Circulation.
 3. Google Data Studio, January 2021 - June 2021
 4. Publisher's own data. May include duplication of viewers across/within channels. Figure includes pass-along readership for print circulation.

Geographic readership analysis



Source: Subscribers of World Grain, provided by Sosland Publishing Circulation

2022 Editorial Calendar

Calendar and Bonus Distribution subject to change

JANUARY CLOSE DATE: DEC 3, 2021

IDMA and Victam EMEA 2022 Show Issue:

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

Special Report: Grain shipping update

Country Focus: China

Bonus Distribution:

IAOM Latin American District Meeting

IDMA and VICTAM EMEA 2022

FEBRUARY CLOSE DATE: JAN 5, 2022

GEAPS Show Issue

World Grain previews the Grain Elevator and Processing Society's 92nd Annual Conference and Trade Show, March 26-29 in Kansas City, Mo, U.S. This issue will have bonus distribution at one of the world's premier grain storage and handling shows — GEAPS Exchange 2022.

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

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

Special Report: Global feed production report

Country Focus: Hungary

Bonus Distribution:

GEAPS 2022

MARCH CLOSE DATE: JAN 28, 2022

IAOM Show Issue

World Grain will present the industry's most comprehensive guide to the International Association of Operative Millers' 126th Annual Conference and Expo to be held May 2-6 in Richmond, Virginia, U.S. This issue will have bonus distribution at one of the world's premier milling events — the 126th 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: Century-old milling companies

Country Focus: Algeria

Bonus Distribution:

IAOM

IPACK-IMA

APRIL CLOSE DATE: FEB 28, 2022

Victam International 2022 Show Issue / 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: Global biofuels demand trends

Country Focus: Vietnam

Bonus Distribution:

IAOM

MAY CLOSE DATE: MAR 30, 2022

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: China's long-term agriculture plan

Country Focus: Spain

Bonus Distribution:

IGC Conference

Sosland Publishing Purchasing Seminar

JUNE CLOSE DATE: APR 29, 2022

Grain Storage and Handling Issue

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

Advertisers are encouraged to submit photos and materials on new grain storage projects.

Specialty Milling: Rice milling

Special Report: The fall and rise of Russia

Country Focus: Uruguay

2022 Editorial Calendar - Cont.

Calendar and Bonus Distribution subject to change

JULY CLOSE DATE: MAY 31, 2022

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 may highlight their latest projects or products.

Special Report: International flour trade

Country Focus: Canada

AUGUST CLOSE DATE: JUN 29, 2022

Regional Review Issue

World Grain will examine the grain, feed and flour milling industries in Australasia, a region that has been significantly impacted by climate change over the past decade but remains a key wheat and barley producer.

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

Special Report: Plant protein trends

Country Focus: Nigeria

SEPTEMBER CLOSE DATE: JUL 28, 2022

The Milling Issue

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

Advertisers are encouraged to submit photos and materials on new milling projects.

Specialty Milling: Ancient grains

Special Report: Latest milling technology

Country Focus: Libya

Bonus Distribution:

IAOM MEA Conference and Trade Show

NAMA

TIC International

OCTOBER CLOSE DATE: AUG 31, 2022

Ship Loading/Unloading and Ports Review Issue

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

Special Report: Canadian grain transportation

Country Focus: Germany

NOVEMBER CLOSE DATE: SEP 30, 2022

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: Oats

Special Report: India's water shortage

Country Focus: Romania

DECEMBER CLOSE DATE: OCT 26, 2022

Feed Milling Issue

World Grain previews the annual IPPE Conference and Trade Show to be held January 26-28 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 & grain processing events — IPPE 2023.

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: Custom-designed feed mills

Country Focus: Argentina

Bonus Distribution:

IPPE

Custom Digital Products



TARGETED EMAIL MARKETING

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

WEBINARS

World Grain's webinars offer a powerful activation opportunity for brands looking to share their compelling content and expert insight with targeted audiences. Leveraging *World Grain's* reach to its exclusive subscriber database drives significant 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, multimedia platform for informing your customers while enticing them with a call to action.

AUTOMATED MARKETING CAMPAIGN

Automated marketing campaigns empower brands by amplifying their marketing efforts across various channels and nurturing their target audiences based on their behavior, preferences or desirable characteristics. With this simple, yet effective approach, marketers can tailor their messaging across a number of touchpoints to engage and convert the decision makers they want to reach.

Custom Digital Products - *Cont.*



WHITE PAPERS

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

AUDIENCE EXTENSION

Reach world-grain.com website visitors as they visit social media sites, navigate the web or use mobile apps. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates. Put your message in front of the right people, at the right place, at the right time.

CUSTOM PUBLISHING

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



FOR SPECS AND MORE INFORMATION, VISIT:
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For more information, contact Dan Flavin at dflavin@sosland.com



Digital Products - Newsletters

NEWSLETTER AD RATES

NEWSLETTER	BLOCKBUSTER	MED REC 1	MED REC 2	SPONSORED MESSAGE
DAILY	\$2,425	\$2,000	\$1,750	--
WEEKLY (FRIDAYS)	\$2,100	\$1,575	\$1,300	\$1,575
FEED MILLER UPDATE (LAST THURSDAY OF THE MONTH)	\$2,100	\$1,575	\$1,300	--
OPERATIVE MILLER UPDATE (LAST WEDNESDAY OF THE MONTH)	\$2,100	\$1,750	\$1,500	\$1,500

NEWSLETTER AD SPECS

Blockbuster: 550x150 px

Medium Rectangle 1 & 2: 300x250 px

Sponsored message: 106x107 px logo or image

- Sponsored message title: up to 55 characters (including spaces)
- Sponsored message description: up to 150 characters (including spaces)

URL: Click-through URL must be supplied for each ad

Accepted formats: JPEG, GIF or animated GIF

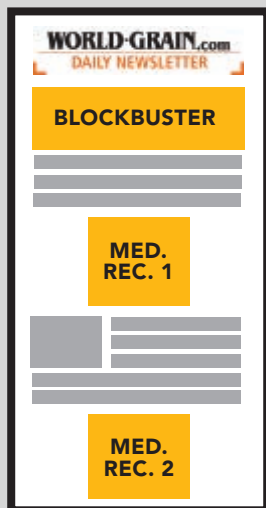
File size limit: 50 KB



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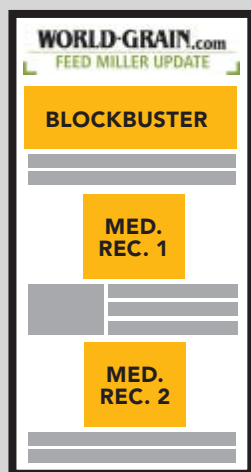


DAILY

The *Daily* newsletter, keeps you informed on breaking news that affects the global grain, flour, feed and biofuels industries.

WEEKLY

The *Weekly* newsletter, sent on Fridays, delivers the top stories impacting the global grain, flour and feed industries.

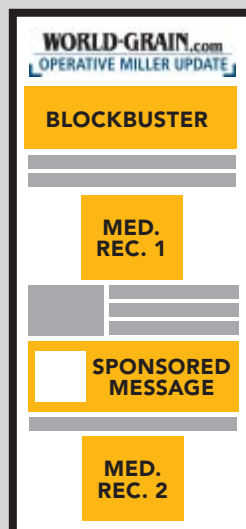


FEED MILLER UPDATE

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

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.



Digital Products - Website

WEBSITE AD RATES

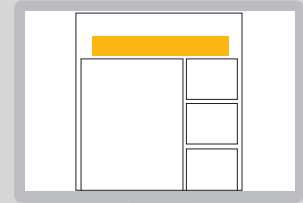
ADS	SIZES	RATES
LEADERBOARD	728x90 px 320x50 px*	\$2,425
EXPANDABLE LEADERBOARD	728x90 px 728x200 px 320x50 px*	\$2,600
INLINE MEDIUM RECTANGLE	300x250 px	\$2,425
MEDIUM RECTANGLE 1	300x250 px	\$2,200
MEDIUM RECTANGLE 2	300x250 px	\$2,150
INTERSTITIAL (PER WEEK)	640x480 px	\$3,675

*Mobile size



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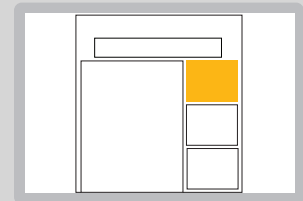
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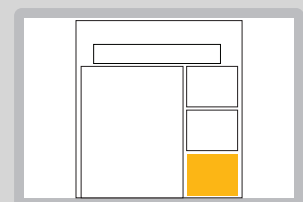
LEADERBOARD



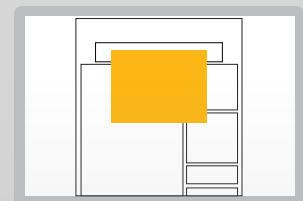
INLINE MEDIUM RECTANGLE



MEDIUM RECTANGLE 1

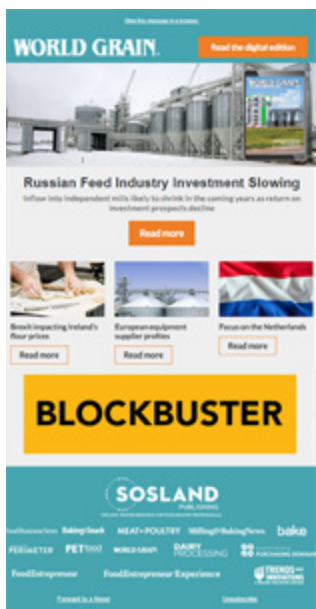


MEDIUM RECTANGLE 2



INTERSTITIAL

Digital Products - Website Cont.



DIGITAL EDITION

As the exclusive sponsor of *World Grain* digital editions, 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 an average of over 26,000 recipients each month.

SPONSORSHIP PACKAGE

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

\$3,675/
MONTH

SPONSORSHIP + VIDEO

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

\$5,000/
MONTH



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Digital Products - *Website Cont.*



VIDEO SPOTLIGHT

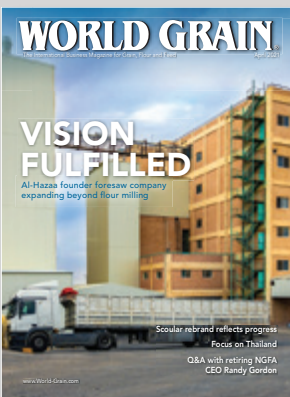
\$2,500/month

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



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Print Edition

PRINT AD RATES

	1-5 ADVERTISEMENTS (EACH)			6-12 ADVERTISEMENTS (EACH)		
	4-color	2-color	BW	4-color	2-color	BW
FULL PAGE	\$6,175	\$5,225	\$4,575	\$5,675	\$4,675	\$3,925
2/3 PAGE	\$5,025	\$4,075	\$3,400	\$4,700	\$3,700	\$3,000
1/2 ISLAND	\$4,525	\$3,625	\$3,000	\$4,325	\$3,350	\$2,575
1/2 PAGE	\$4,100	\$3,225	\$2,575	\$3,950	\$2,950	\$2,225
1/3 PAGE	\$3,425	\$2,525	\$1,875	\$3,375	\$2,375	\$1,650
1/4 PAGE	\$3,000	\$2,050	\$1,400	\$2,975	\$2,000	\$1,275

	13+ ADVERTISEMENTS (EACH)		
	4-color	2-color	BW
FULL PAGE	\$4,650	\$3,675	\$3,000
2/3 PAGE	\$3,950	\$2,950	\$2,275
1/2 ISLAND	\$3,650	\$2,575	\$1,975
1/2 PAGE	\$3,375	\$2,375	\$1,700
1/3 PAGE	\$2,925	\$1,950	\$1,275
1/4 PAGE	\$2,650	\$1,675	\$975

ADVERTORIALS

Tell your story and promote your unique capabilities with advertorials. Advertisers have the option of providing their own content or having our editors and designers write and produce the piece. As an added bonus, your advertorial in *World Grain's* digital edition links directly to your website, driving engaged readers to your doorstep.



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Print Edition - *Special Issues*

Bonus Distribution subject to change



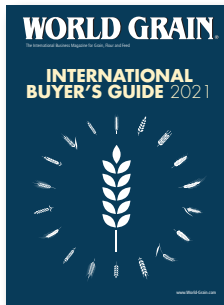
GRAIN & MILLING ANNUAL

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 2022

Close Date: September 15

Publishes: November



INTERNATIONAL BUYER'S GUIDE

A comprehensive directory of manufacturers, service companies and distribution 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 *International Buyer's Guide* will receive a free product release and photo.

Bonus Distribution: All major grain conferences in 2022

Close Date: November 7

Publishes: December



LATIN AMERICAN BUYERS GUIDE

A comprehensive directory of equipment manufacturers, engineering and design companies, consultants and other service suppliers to the grain, flour and feed industries in Latin America. Includes a products and services review.

Advertisers in the *Latin American Buyer's Guide* will receive a free product release and photo.

Close Date: March 8

Publishes: April

Print Edition - *Special Issues Cont.*

Bonus Distribution subject to change



LATIN AMERICAN SPECIAL EDITION

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

Bonus Distribution: IAOM Latin America District Meeting

Close Date: September 12

Publishes: October



RUSSIAN LANGUAGE ISSUE

This issue consists of select features, milling/feed/grain operations articles and technical profiles specifically chosen for our Russian-language readers of *World Grain*.

Advertisers in the Russian Language issue will receive a free product release and photo.

Bonus Distribution: Russian Grain Union meetings throughout 2022

Close Date: April 5

Publishes: May



CHINESE LANGUAGE ISSUE

This issue consists of select features, milling/feed/grain operations articles and technical profiles specifically chosen for Chinese-language readers of *World Grain*.

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

Close Date: June 8

Publishes: July



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