



2025 **MEDIA KIT**

# SPUDsmart

Delivering the news and issues  
to Canada's potato industry from  
seed to processing to export.

[spudsmart.com](https://spudsmart.com)

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### **2 CONTENT PROGRAMS**

Content marketing has the power to move us and provoke a deeper sense of connection between your company and audience. Using a combination of innovative targeted marketing strategies and digital solutions, we deliver impactful campaigns for our clients.

### **3 DIGITAL PARTNER PROGRAM**

If you're looking for premium highly-targeted advertising space, the digital partner program offers a variety of ad placements, including a coveted billboard space, strategically placed banner, box ads and logo recognition as one of our digital partners.

### **4 READERSHIP OVERVIEW**

Canada's national magazine dedicated to providing timely information to the Canadian potato industry, from seed to processing to export. Designed to be the voice of potato growers, processors, industry suppliers and policy makers, *Spud Smart* is proud to work hard for growers across the country.

### **5 EDITORIAL CALENDAR**

Get your article or advertising in the issue that fits your campaign's goals or purchase an annual program and reach an expansive audience of industry professionals. Expand your reach by becoming part of an issue that is distributed and highly sought after at national and international conferences and trade shows.

### **6 DIGITAL ADVERTISING**

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

Our *Spud Smart* 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.

### SPUDsmart **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 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.

### SPUDsmart **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 industry.

If you're looking for premium highly-targeted advertising space on SpudSmart.com or in our *Spud Cast* e-newsletter, look no further than the *Spud Smart* Digital Partner Program! The program offers a variety of ad placements including our coveted billboard space, strategically placed banner and box ads, and logo recognition as one of our digital partners.

**LIMITED TO JUST 8 COMPANIES PER MONTH**, the Digital Partner Program reinforces — or establishes — your company's leadership position in the industry.

All sponsor ads will appear in locations marked 1-5 below and rotate equally between all monthly sponsors.

### DIGITAL PARTNER PROGRAM:

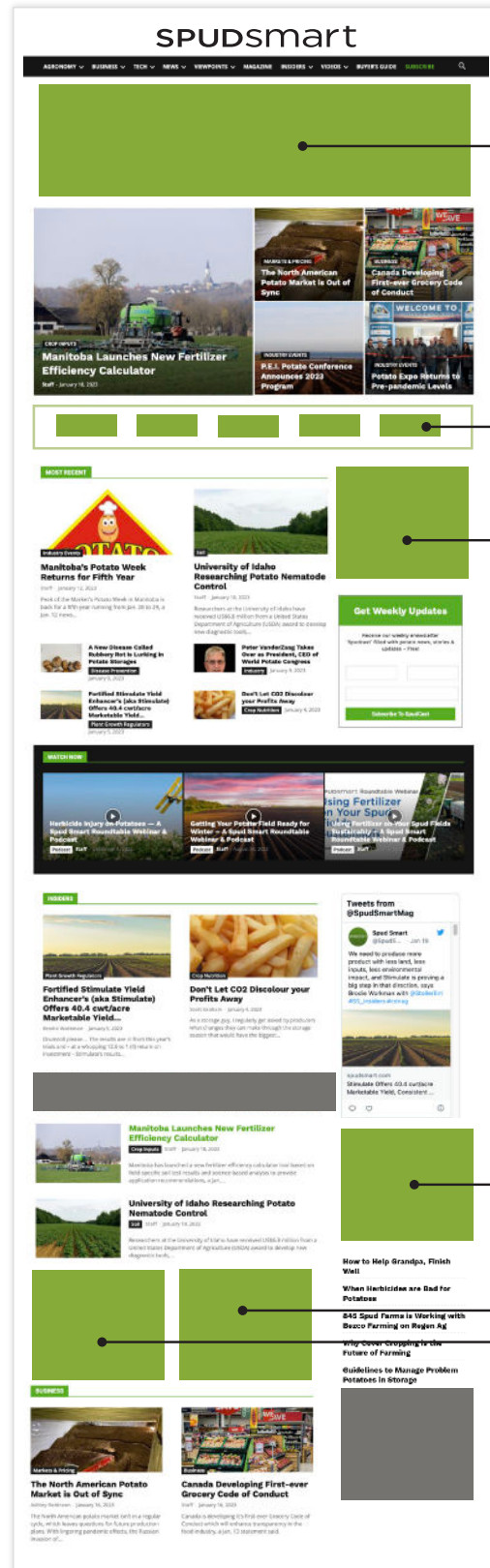
#### HOW IT WORKS

- Your ad rotates on our website and in our weekly newsletter.
- Your logo appears on our website, in every email newsletter, and in print as one of our 8 monthly partners.
- Over 15,937 impressions per month

### SPUD CAST E-NEWSLETTERS

The *Spud Cast* e-newsletter is delivered weekly to over 2,200 subscribers. Your ad will be top-of-mind alongside feature articles written by our expert journalists as well as the latest news from the potato industry.

Monthly analytic reports are generated for our partners and include the overall magazine performance and advertiser-specific performance.



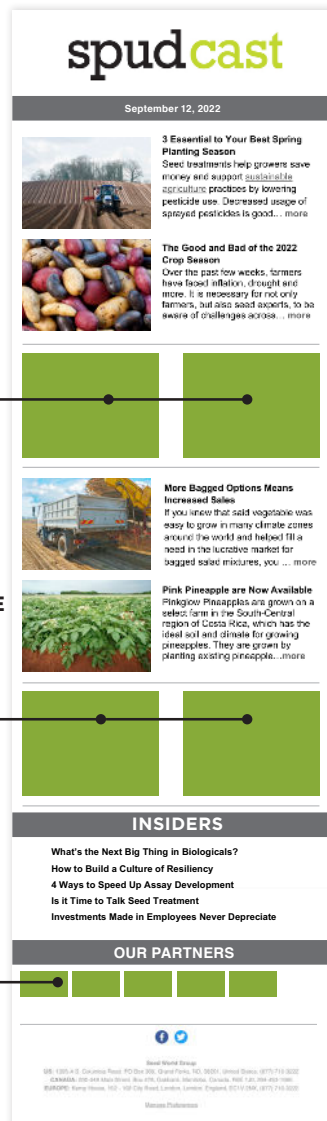
**1**  
LARGE BILLBOARD DESKTOP: 970X250  
MOBILE: 300X250

**2**  
PARTNER LOGOS 140X60

**3**  
MONTHLY EXPOSURE AD 300X250

**4**  
WEEKLY EXPOSURE AD 300X250

**5**  
PARTNER LOGOS 140X60



\*Design may not be exactly as shown.

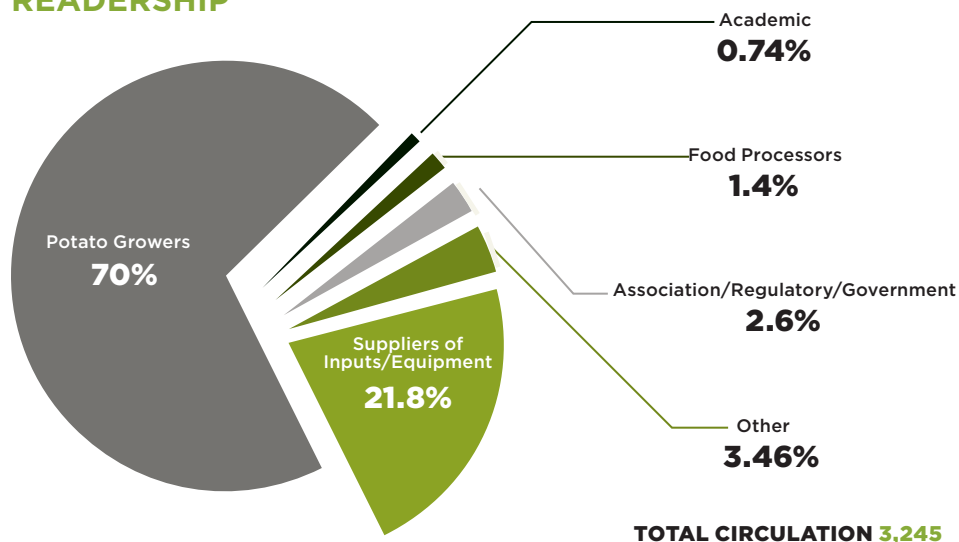
**S** *Spud Smart* is Canada's national magazine dedicated to providing timely information to the Canadian potato industry, from seed to processing to export. Designed to be the voice of potato growers, processors, industry suppliers and policy makers, *Spud Smart* is proud to work hard for growers across the country, allowing us to focus on issues that matter to the industry. Pest and disease control, gene silencing and other innovative breeding techniques, protecting market share and promoting the health benefits of potatoes are of vital interest to growers, and *Spud Smart* is proud to provide a national voice for these issues.

Our long-standing partnerships with provincial and national industry associations ensure that every potato grower in Canada receives the printed edition of *Spud Smart* at the same time having access to even more content via:

- Spud Cast e-newsletter
- SpudSmart.com website
- *Spud Smart* social media channels

Whether advertising in print or digitally with us, *Spud Smart* provides a guaranteed audience of loyal, engaged professionals. With a wide range of standard options proven to generate revenue as well as a variety of custom solutions, *Spud Smart* can ensure your message reaches the hands that matter: those of the people at the heart of the industry — potato growers.

### READERSHIP



### ASSOCIATION PARTNERS



### PRINT DISTRIBUTION

**9,735**

Total Market Reach

**3,245**

Total Mailed Distribution

### ONLINE IMPACT

**9,837**

Average Monthly Users

**13,410**

Average Monthly Page Views

### DIGITAL IMPACT

**2,294**

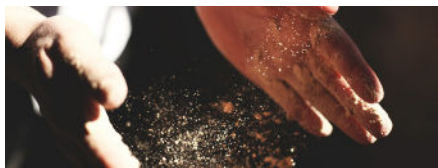
Newsletter Subscribers

**4,144**

Social Media Followers

### WINTER

Checking in on the Canadian potato industry (updates on what's happening across the industry from businesses to provincial projects)



#### BONUS DISTRIBUTION:

- NB Potato Conference
- Northeast Potato Technology Forum
- International Potato Expo

### SUMMER

Growing season and keeping those crops looking good



#### BONUS DISTRIBUTION:

- PAA Annual Meeting

### SPRING

Prepping for the growing season and planting time. This issue also features the winners of our annual 10 most innovative products contest.



### FALL

Harvest, storage and field prepping time



#### BONUS DISTRIBUTION:

- Potato Growers of Alberta Trade Show, Conference and AGM
- Potato Expo
- MB Production Days

### BUYER'S GUIDE

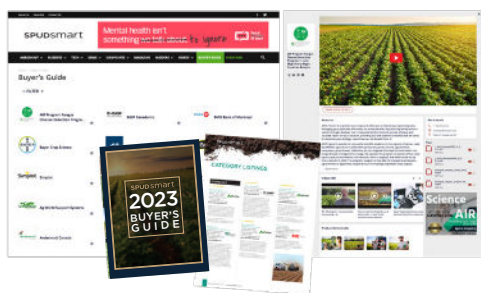
Listing cost

\$995 each

Maximize your reach to the Canadian potato industry year round online and in print. The *Spud Smart Buyer's Guide* provides a continuous opportunity, to place your company in front of thousands of potential customers resulting in new leads and sales opportunities.

- Up to 5 listings in print
- Company contact information
- Up to 100 word company description
- Year-round promotion
- Company logo
- Access to 24/7/365 to our online digital platform
- Clickable logo directory
- Branded page per business
- Downloadable PDF files for users to review later

**NOTE:** CONTACT US FOR DISPLAY RATES



- Video space
- "About Us" section
- Medium rectangle ad space leading to link of your choice
- Ability for your target audience to instantly connect with your company
- Ability to promote social media, email, and website for easy contact
- Upload or change content all year long
- Ability to get analytics on your listing

## DEADLINES

### WINTER

**Booking:** Jan. 2, 2025

**Material:** Jan. 15, 2025

**Mailboxes:** Feb. 5, 2025

### SPRING

**Booking:** Mar. 5, 2025

**Material:** Mar. 19, 2025

**Mailboxes:** Apr. 9, 2025

### SUMMER

**Booking:** June 18, 2025

**Material:** July 2, 2025

**Mailboxes:** July 23, 2025

### FALL

**Booking:** Sept. 10, 2025

**Material:** Sept. 24, 2025

**Mailboxes:** Oct. 15, 2025

### BUYERS' GUIDE

**Booking:** Sept. 3, 2025

**Material:** Sept. 17, 2025

**Mailboxes:** Oct. 8, 2025

### CALENDAR

**Booking:** Sept. 3, 2025

**Material:** Sept. 17, 2025

**Mailboxes:** Oct. 8, 2025

### CALENDAR

The 2026 Spud Smart Calendar is an exclusive and timely industry resource for Canadian potato growers, processors and professionals.



#### CALENDAR RATES

Month Sponsorship	\$2,500
Exclusive Event Sponsorship	\$500 each
Exclusive Title Sponsor	\$7,500

### SPUDSMART.CA

DIGITAL	MONTHLY RATE
Sticky Bottom Leaderboard	\$3,000
Exit Pop-Up	\$4,000
Entrance Pop-Up	\$4,000

DIGITAL ADVERTISING PROGRAMS	MONTHLY RATE
1x Inline Banner Ad + 1x Brand Buzz	\$2,350
1x Medium Rectangle + 1x Inline Banner Ad	\$1,495

### E-NEWSLETTERS

DIGITAL	DIMENSIONS	MONTHLY RATE
NEW Newsletter Takeover	600 x 480 pixels	\$950/day
Custom E-Blast	600 pixel wide template	\$2,000/each
Brand Buzz	200 word advertorial highlighting your products or services, complete with a logo, photo & link.	\$1,000/each

### CUSTOM WEBINAR

Position your brand as a thought leader and educational resource while generating new business leads at the same time. Express opinions, share facts, position knowledge and provide information to a captive audience.

#### RATE

Spud Smart Webinar	\$7,500
Add Registration & Attendee List	+\$7,500

### FILE SUBMISSION & REQUIREMENTS

When submitting your artwork, please confirm it is built to the appropriate ad size and a jpg, tiff, eps, gif or PDF file and include a click-through URL. Final proofing is the responsibility of the advertiser. Files must be submitted one week prior to campaign launch to [tramsomair@seedworldgroup.com](mailto:tramsomair@seedworldgroup.com).



### DIGITAL STRATEGY

In today's competitive landscape, a strategic digital plan is key to growth. Seed World Group combines industry expertise with data-driven insights to help you make the most of digital platforms, boosting your brand, driving engagement, and delivering measurable results.

**Looking to unlock your business's full digital potential? We can guide you through tailored strategies that lead to real growth. Reach out to Shawn at [sbrook@seedworldgroup.com](mailto:sbrook@seedworldgroup.com) or 1-204-480-4958 to start a conversation that could transform your digital impact**

- Website
- Search Engine Optimization
- Social Media Platforms
- Email Marketing
- Content Marketing
- Paid Advertising
- Google My Business (GMB)
- Online Directories & Listings
- Landing Pages
- Video Marketing
- Analytics & Tracking
- Webinars

### FULL CIRCULATION RATES

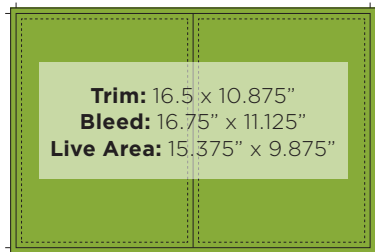
	1X	2X	3X	4X
DPS	\$6,200	\$5,500	\$5,000	\$4,200
Full Page	\$3,800	\$3,400	\$3,000	\$2,300
1/2 Page DPS	\$3,400	\$3,000	\$2,700	\$2,000
2/3 Page	\$3,500	\$3,100	\$2,800	\$2,100
1/2 Page	\$2,700	\$2,400	\$2,100	\$1,600
1/3 Page	\$1,900	\$1,700	\$1,500	\$1,100
1/4 Page	\$1,400	\$1,200	\$1,100	\$880

### COVER POSITIONS

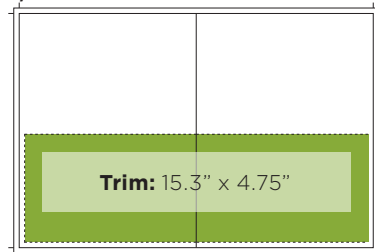
	1X	2X	3X	4X
Inside Front, Inside Back Cover	\$4,400	\$3,900	\$3,500	\$2,700
Outside Back Cover	\$4,900	\$4,400	\$3,900	\$3,000
1/2 Page DPS on the Table of Contents	\$3,900	\$3,500	\$3,100	\$2,400

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

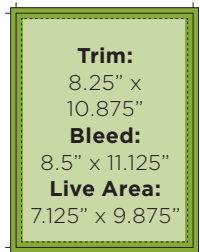
#### DOUBLE PAGE SPREAD



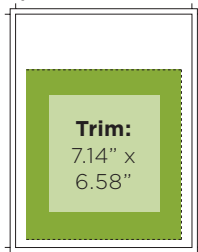
#### 1/2 DOUBLE PAGE SPREAD



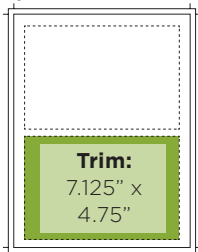
#### FULL PAGE



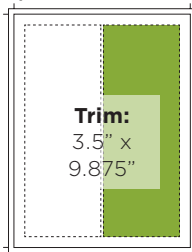
#### 2/3 PAGE



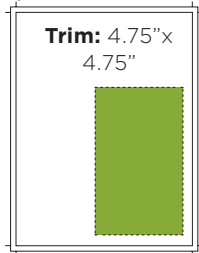
#### 1/2 HORIZONTAL



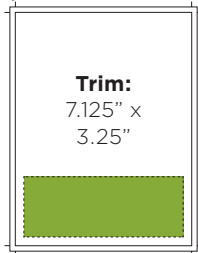
#### 1/2 VERTICAL



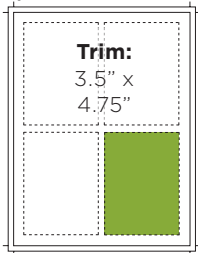
#### 1/3 VERTICAL



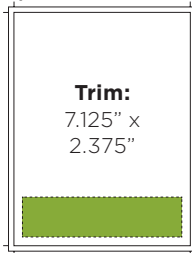
#### 1/3 HORIZONTAL



#### 1/4 VERTICAL



#### 1/4 HORIZONTAL



### 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.

*\*All rates effective as of January 1, 2024*

## 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.



# CONTACT

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