

THE MAGAZINE FOR MINNESOTA'S SOYBEAN GROWERS

SOYBEAN

BUSINESS



MEDIA KIT

2025-2026

SOYBEAN BUSINESS: NEWS YOU CAN USE!

Supported by farmer advisory board and talented editorial staff, Soybean Business covers all the policy and production issues that affect Minnesota's nearly 28,000 soybean farmers. By partnering with Soybean Business, your organization can share a space with Minnesota agriculture leaders in both the legislative and checkoff fields.



WHY SOYBEAN BUSINESS?



1.

We cover the **people, places and production practices that matter** to Minnesota's farming community.

4.

Our readership extends beyond just agriculture. Subscribers to Soybean Business include: **local, state and national lawmakers, along with agency leaders.**

2.

Our stories are **forward-thinking** and look beyond the bean.

5.

We produce **original content** – nearly all the content we produce in Soybean Business is conceived and executed by our in-house team of professionals.

3.

MSGA is a **nonpartisan organization**. Soybean Business delves into farm-related policies and covers topics and people from both sides of the aisle.

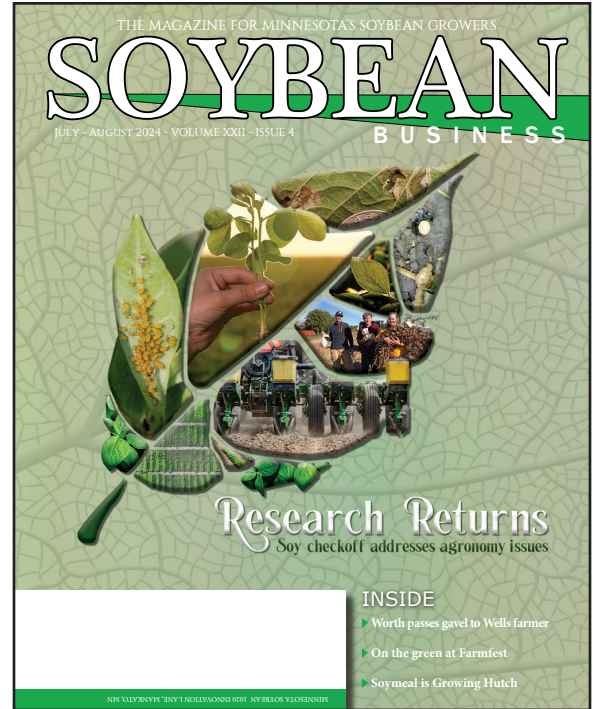
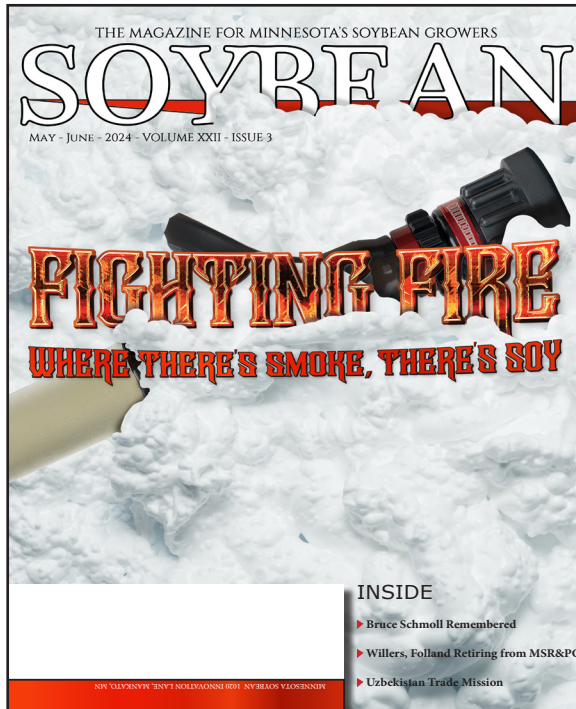
6.

By partnering with Soybean Business, you can **amplify your message** across the state – from Roseau to Rochester.

NATIONAL RECOGNITION

The national agriculture marketing world is taking notice of Soybean Business – and you should, too! Since 2017, we've been recognized by the prestigious National Agri-Marketing Association for our editorial and design work, besting companies with much larger budgets and staffing. We do more with less at Soybean Business and have earned our place among the best farming publications not just in Minnesota, but the country.

AWARD WINNING



- ▶ 2018 Regional Merit Winner Best Company Publication
- ▶ 2018 Regional Merit Winner Feature Writing
- ▶ 2019 Regional Best Company Publication Winner
- ▶ 2020 Regional Merit Winner Best Company Publication
- ▶ 2021 Regional Merit Winner Best Company Publication
- ▶ 2022 Regional Winner Company and Association Magazines
- ▶ 2022 National Merit Winner Company and Association Magazines
- ▶ 2022 Regional Winner Company and Association Magazines
- ▶ 2023 National Merit Winner Company and Association Magazines

OUR AUDIENCE

1

Soybean farmers also raise **corn, wheat, beef and hogs.**

3

Readers of Soybean Business farm anywhere from **100 acres to 15,000 acres.**

2

Minnesota is the **3rd largest** soybean producing state in the U.S.

4

Minnesota plants almost **8 million acres** of soybeans each year.

CIRCULATION SIZE

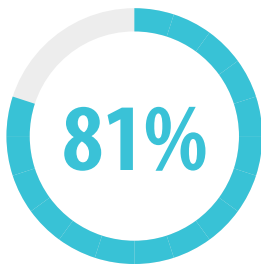
24,500

5

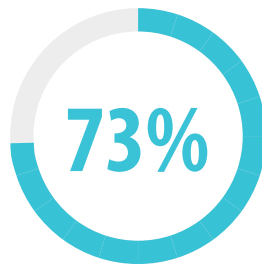
Soybean Business readers help fuel Minnesota's economy. Ag production and processing industries generate over **\$112 billion annually** in total economic impact throughout Minnesota.



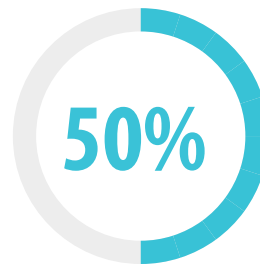
SOYBEAN BUSINESS FACTS



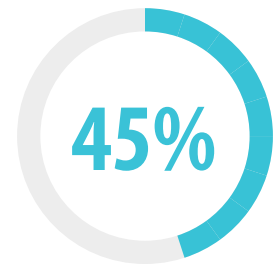
81% of Soybean Business readers are involved in some way or another with their farm's purchase of agriculture-based products and services.



73% of readers use Soybean Business as a source of information about new agriculture-based products and services.



50% of readers interact with Soybean Business for at least 30 minutes and 88% of readers spend at least 1 hour reading the magazine.



45% of readers take action after reading ads in Soybean Business including contacting the company directly or researching the product further.

EDITORIAL CALENDAR

Soybean Business is a bimonthly magazine focused on bringing relevant soybean information to Minnesota farmers in a timely fashion. With six issues a year, farmers across the state can find useful information affecting their farming operations and bottom lines.

March/April 2025

- International trade missions
- Legislative check-in
- Young Emerging Farmer Workshop highlights
- Sustainable Aviation Fuel: What to know

May/June 2025

- New uses in soy
- MSGA director feature
- Policy update

July/August 2025

- Soy checkoff research feature
- Director feature

September/October 2025

- Women in Ag
- Trade team feature
- D.C. Hill Visits

November/December 2025

- Unconventional crops feature
- Trade Missions

January/February 2026

- MN Ag Expo feature
- Legislative preview
- On the road to B100 (100% biodiesel)
- Supporting 4-H and FFA

RATE CARD

Full Page

\$3,000

8.25 x 10.75

**Inside Front Cover or
Inside Back Cover**

\$4,000

8.25 x 10.75

Outside Back Cover

\$5,500

8.25 x 10.75

Advertorial

\$3,000

8.25 x 10.75

Full Page - Spread

\$5,400

16.5 x 10.75

2/3 Page Vertical

\$2,550

4.75 x 9.75

1/2 Page Horizontal

\$2,100

7.25 x 4.875

1/2 Page Vertical

\$2,100

3.5 x 9.75

1/3 Page Square

\$1,500

4.75 x 7.875

1/3 Page Vertical

\$1,500

2.125 x 9.75

1/4 Page

\$1,080

3.5 x 4.875

Print Information

Final publication trim size: 8.375" x 10.875" Bleed is .125" around all edges.

Accepted files include: Print ready PDF or EPS file. All artwork and fonts need to be flattened.

Special services include: cover wraps, insert and polybagging for additional cost. Prices vary. Call for quote.

Frequency Discounts

2 times - 2% discount

3-5 times - 5% discount

6 times - 10% discount

Special Offers

Need an ad designed or an advertorial written, but don't have the resources to do so? We've got you covered. For only \$400, Soybean Business will design you a new ad or write you an advertorial that you can use for Soybean Business or elsewhere.

Advertising space reservations can be made by the 10th of the month prior to publication. In consideration of the acceptance of the advertisement, the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the publisher harmless against any expense arising from claims or actions against the publisher because of the publication of the content of the advertisement. Minnesota Soybean Growers Association reserves the right to refuse any advertising.

To reserve your ad space, contact:

Erin Rossow at erin.rossow@agmgtmsolutions.com or call 507-902-9191.



Full Page - Spread



Full Page

PUBLISHING SCHEDULE

ISSUE	AD DUE	IN-HOME
MARCH/APRIL 2025	02/08/2025	03/22/2025
MAY/JUNE 2025	04/08/2025	05/24/2025
JULY/AUGUST 2025	06/07/2025	07/21/2025
SEPT./OCT. 2025	08/08/2025	09/24/2025
NOV./DEC. 2025	10/22/2025	12/03/2025
JAN./FEB. 2026	12/05/2025	01/06/2026
MARCH/APRIL 2026	02/10/2026	03/24/2026
MAY/JUNE 2026	04/09/2026	05/26/2026
JULY/ AUGUST 2026	6/6/2026	7/21/2026



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