

2025

# WORLD GRAIN<sup>®</sup>

## MEDIA GUIDE

the industry's global  
media source for grain,  
flour and feed

[world-grain.com](http://world-grain.com)



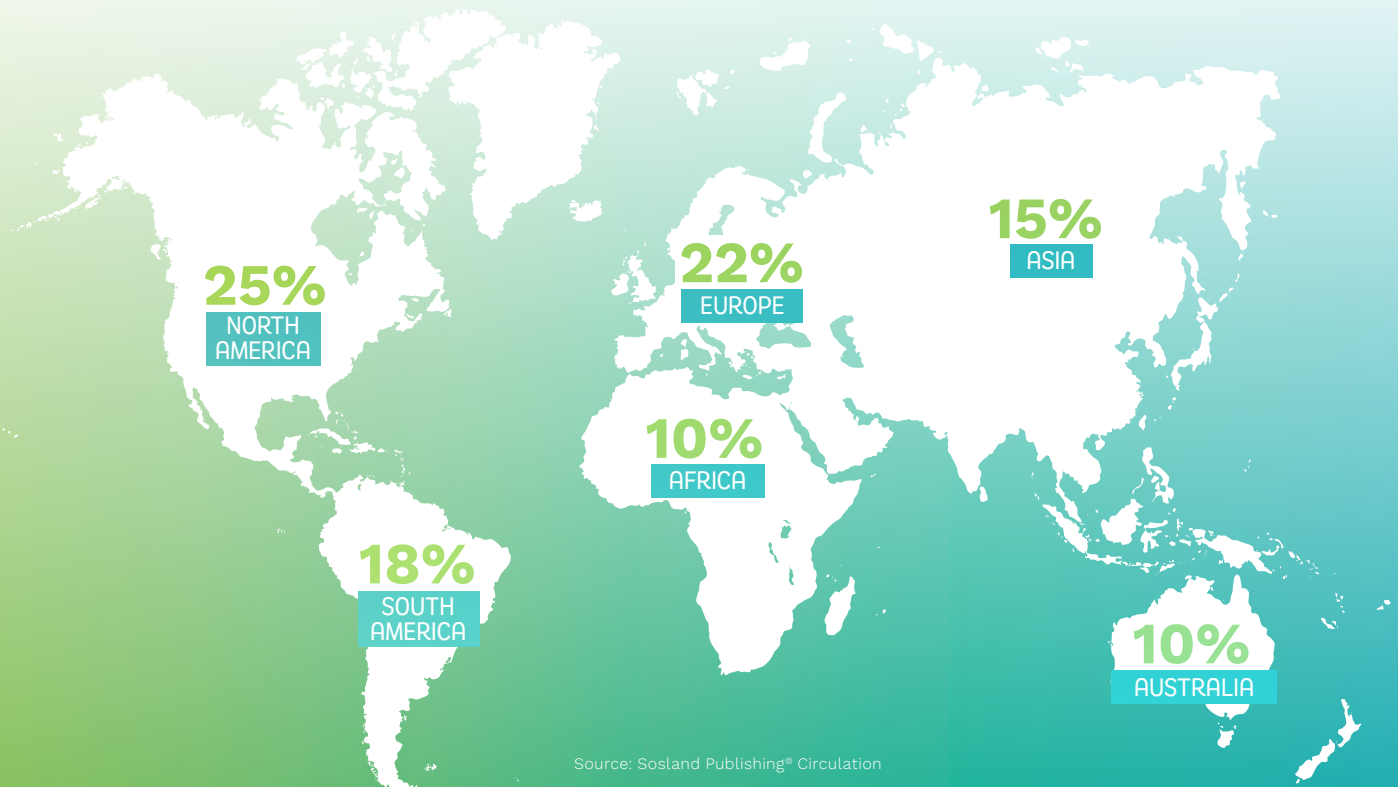
## WORLD GRAIN®

### THE INDUSTRY'S LEADING SOURCE for global operations

Long recognized as the indispensable source of information for 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 buyers tomorrow.

**[world-grain.com](http://world-grain.com)**

## GEOGRAPHIC READERSHIP ANALYSIS



Source: Sosland Publishing® Circulation

# NEARLY 5,500,000 WAYS to connect with customers in 2025<sup>1</sup>

*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 463,000 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.



Average monthly  
print circulation<sup>2</sup>  
**10,812**



Average monthly  
digital circulation<sup>3</sup>  
**18,890**



Average monthly  
*world-grain.com* sessions<sup>4</sup>  
**96,789**



Average monthly  
newsletter circulation<sup>5</sup>  
**336,772**

AVERAGE MONTHLY OPPORTUNITIES TO CONNECT WITH CUSTOMERS<sup>6</sup>

## 463,263

### AREA OF BUSINESS<sup>7</sup>



Flour Milling:  
**29%**

Grain Facility:  
**27%**

Feed / Pre-mix  
Manufacturing:  
**26%**

Other:  
**13%**

Specialty Milling:  
**4%**

Oilseed  
Crushing:  
**1%**

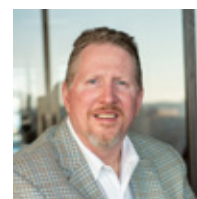
### JOB CLASS<sup>7</sup>



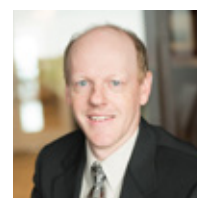
Senior Management:  
**71%**

Operations:  
**29%**

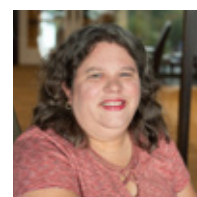
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#### Source:

1. Sosland Publishing Circulation, December 2023. Average monthly opportunities to connect with customers x 12 months.
2. Sosland Publishing Circulation. Qualified circulation for analyzed issues (July 2023 – December 2023).
3. Sosland Publishing Circulation. Average monthly digital circulation = Total qualified circulation + Non-qualified circulation.
4. Google Data Studio, July 2023 – December 2023.
5. Sosland Publishing Circulation, December 2023. Aggregate monthly newsletter circulation. No attempt has been made to identify or eliminate duplication that may exist across media channels.
6. Sosland Publishing Circulation, December 2023. May include duplication of viewers across/within channels (Average monthly digital circulation + Average monthly newsletter circulation + Average monthly *world-grain.com* pageviews).
7. Sosland Publishing Circulation.



# 2025 EDITORIAL CALENDAR

Calendar and Show Distribution subject to change

## JANUARY (Close Date: Nov, 26 2024)

### GEAPS EXCHANGE SHOW ISSUE

World Grain previews the Grain Elevator and Processing Society's (GEAPS) 94th Annual Conference and Trade Show, February 22-25 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 2025.

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

**Special Report:** Argentina's new ag policy

**Country Focus:** South Africa

## FEBRUARY (Close Date: Dec 18)

### OILSEED AND PULSE PROCESSING ISSUE

World Grain looks at the trends and innovations in the expanding market of oilseed and pulse production for a variety of uses in the ingredients supply chain.

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

**Special Report:** Global feed production survey

**Country Focus:** Netherlands

## MARCH (Close Date: Jan 17)

### IAOM EXPO ISSUE

World Grain will present the industry's most comprehensive guide to the International Association of Operative Millers' (IAOM) 129th Annual Conference and Expo to be held April 28-May 2 in Oklahoma City, Oklahoma, U.S. This issue will have bonus distribution at one of the world's premier milling events — the 129th 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:** Black Sea grain exports

**Country Focus:** Pakistan

## APRIL (Close Date: Feb 21)

### ASIAN SUPPLIERS ISSUE/IPACK-IMA PREVIEW 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.*

IPACK-IMA exhibitors who place an advertisement in this issue will receive a free product release and photo in the IPACK show preview.

**Special Report:** New industrial uses for grain

**Country Focus:** Italy

## 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:** China, India increase grain storage

**Country Focus:** Hungary

## JUNE (Close Date: Apr 23)

### 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:** Global flour trade trends

**Country Focus:** Uruguay



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# 2025 EDITORIAL CALENDAR — cont.

Calendar and Show Distribution subject to change

## JULY (Close Date: May 20)

### 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:** Grain shipping update

**Country Focus:** Canada

## AUGUST (Close Date: Jun 23)

### REGIONAL REVIEW ISSUE

*World Grain* will examine the grain, feed and flour milling industries in the Middle East, a major wheat and flour importer.

**Special Report:** ESG in agribusiness

**Country Focus:** China

## SEPTEMBER (Close Date: Jul 24)

### THE MILLING ISSUE

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

**Specialty Milling:** Oat milling

**Special Report:** Flour milling food safety

**Country Focus:** Egypt

## OCTOBER (Close Date: Aug 25)

### SHIP LOADING/UNLOADING AND PORTS REVIEW ISSUE

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

**Special Report:** Australian grain transportation challenges

**Country Focus:** Vietnam

## NOVEMBER (Close Date: Sep 23)

### 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:** Barley milling

**Special Report:** Geopolitical impacts on grain trade

**Country Focus:** Argentina

## DECEMBER (Close Date: Oct 23)

### FEED MILLING ISSUE

*World Grain* previews the annual International Production & Processing Expo (IPPE) set for January 27-29 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 2026.

*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:** India's fast-growing feed sector

**Country Focus:** Morocco



# 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, and announce special offers. Reach our extensive audience to drive traffic to your website and generate qualified leads.

## CUSTOM WEBINARS

Build brand awareness, target hard-to-reach prospects, and generate high-value leads through an engaging custom webinar. Available in both live and on-demand formats, custom webinars provide a unique opportunity to reach industry leaders and decision-makers and provide solutions to their most difficult challenges. One of our knowledgeable *World Grain* editors will serve as the webinar's moderator while your in-house experts deliver your company's compelling content.

## AUDIENCE EXTENSION

Stay engaged with *world-grain.com* visitors after they leave our site and navigate across the web. Audience extension through Google's search and display networks will amplify your message to our qualified readers resulting in higher conversion and engagement rates.

## E-ZINES

Spotlight your company's technology or service by showcasing how it addresses a current 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

Provide value to your prospects by hosting your brand's white papers on *world-grain.com*. Whether you share research, a product deep dive, or solutions for tough application challenges, giving your customers the vital information they need for success increases reach and builds brand loyalty. White papers are promoted in a *World Grain* newsletter for one week as well as via email to a select list of industry professionals.

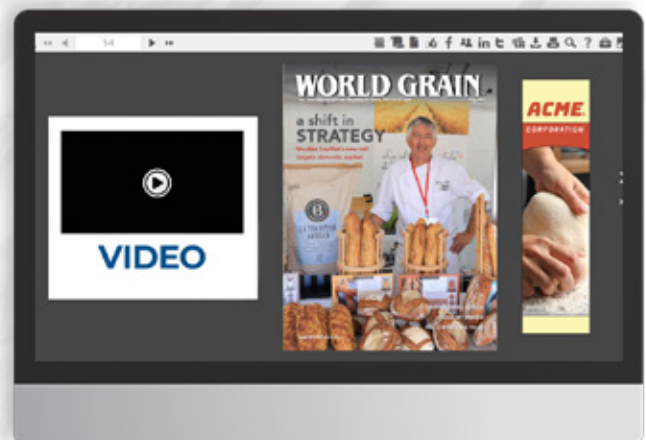
## VIDEO SPOTLIGHT

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

## DIGITAL EDITION

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 19,000 recipients each month.<sup>1</sup>

1. Source: Sosland Publishing Circulation





# 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 second 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 second 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.

### How NEWSLETTER SPONSORSHIPS drive results

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(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.

## NEWSLETTER AD RATES

AD TYPES	DAILY		WEEKLY	FEED MILLER UPDATE	OPERATIVE MILLER UPDATE
	M / W / F	T / TH	FRIDAYS	SECOND THURSDAY OF THE MONTH	SECOND WEDNESDAY OF THE MONTH
BLOCKBUSTER	\$2,450	\$2,275	\$2,175	\$2,175	\$2,175
MEDIUM RECTANGLE 1	\$1,950	\$1,750	\$1,625	\$1,625	\$1,800
MEDIUM RECTANGLE 2	\$1,725	\$1,550	\$1,350	\$1,350	\$1,550
SPONSORED MESSAGE	—	—	\$1,625	—	\$1,550



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## DIGITAL MARKETING OPPORTUNITIES — cont.



### WEBSITE AD RATES

AD TYPES	RATES (PER MONTH)
LEADERBOARD	\$2,625
EXPANDABLE LEADERBOARD	\$2,825
INLINE MEDIUM RECTANGLE	\$2,625
MEDIUM RECTANGLE 1	\$2,375
MEDIUM RECTANGLE 2	\$2,325
ANCHOR	\$2,875 (PER WEEK)



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### NATIVE ARTICLE

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 seamlessly presented on a dedicated landing page within our site, offering a natural reading experience and will also be promoted in a *World Grain* newsletter to engaged readers.

#### NATIVE ARTICLE PACKAGE:

- Your team will submit original content for the native article, including the story's copy, headline, teaser, logo, and images
- Your native article will be featured on *world-grain.com*
- Your native article will also appear as one of our headlines in the *World Grain Daily* newsletter along with a "sponsored by" notation
- Your team will have access to leads generated from the newsletter promotion





# 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 a 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.

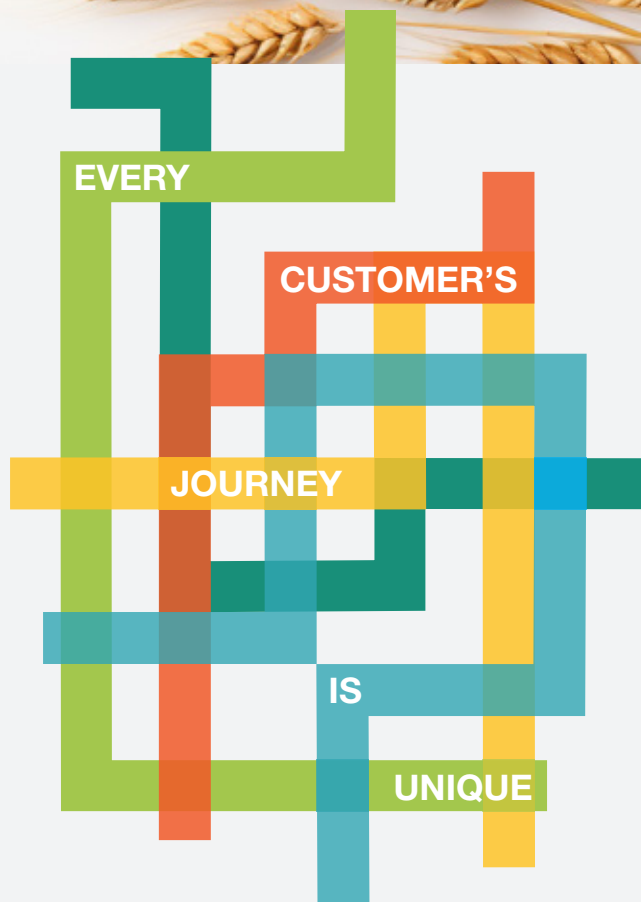


## PRINT + DIGITAL SOLUTIONS

Meet your buyers  
at EVERY turn.

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

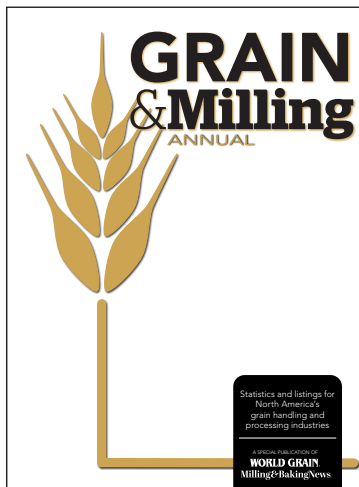
To embark on the journey, email [wgsales@sosland.com](mailto:wgsales@sosland.com) or call us at (816) 756-1000 or (800) 338-6201.



## PRINT MARKETING OPPORTUNITIES — *cont.*

### Special Issues

Bonus Distribution subject to change



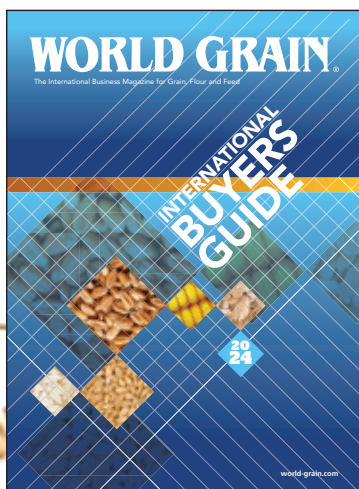
#### GRAIN & MILLING ANNUAL

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 2026*

**Close date:** Sep 12

**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 2026*

**Close date:** Oct 17

**Publishes:** December

# 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 29

**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 21

**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 26

**Publishes:** October



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