



ONION WORLD



2025 - 26 MEDIA KIT

Editorial Calendar

Harvest Essentials Buyers' Guide

July/August 2025 BONUS DISTRIBUTION: NOA Convention
Harvest Essentials: Equipment, Tools, Packaging, Shipping, etc.
Deadline: May 20

Storage Essentials Buyers' Guide

September/October 2025
Storage Essentials: Equipment, Chemicals, Electronics, etc.
Deadline: July 29

Annual 2026 Buyers' Guide

November 2025
Annual Buyer's Guide: Chemicals, Equipment, Irrigation, Storage, etc.
Deadline: September 23

Long-Day Varieties Buyers' Guide

December 2025 BONUS DISTRIBUTION: NOA Convention
Long-Day Onion Variety Seed Buyers' Guide
Deadline: October 21

Precision Ag Essentials Buyers' Guide

January 2026
Precision Agriculture: Guidance, Automation, Electronics, etc.
Deadline: November 18

Precision Ag Essentials Buyers' Guide

February 2026
Crop Protection Essentials: Herbicides, Fungicides, Pesticides, Biocides, etc.
Deadline: December 23

Precision Ag Essentials Buyers' Guide

January 2026
Growth Essentials: Fertilizers, Micronutrients, Growth Promoters, etc.
Deadline: January 27

Short- & Intermediate-Day Buyers' Guide

May/June 2025
Short- and Intermediate-Day Onion Variety Seed Buyers' Guide
Deadline: March 16

Marketing Partners

Some of the great companies we work with:



Podcast

THE ONION PODCAST.COM

Sponsorships available per quarter:

\$3000 net per quarter

\$4000 net per quarter for exclusive

Includes \$2700+ in print and digital added-value!

Sponsorships Include (per quarter):

- Logo on each episode on website
- Verbal recognition on each episode
- Your own episode
- Logo on every Onion World E-News eblast (2-3x per month) (\$750 value)
- Logo on house banner ad (\$750 value)
- Logo on printed house ad (\$1200 value)

Digital Advertising

OnionWorld.net

Choose from two different sizes of banner ads. You can also send us articles, photos, and press releases for online exposure.

Banner ads: \$300 per month

Onion World E-News

This eblast goes out every two weeks. There is news and new products. You'll also find unique, web-only content, onion shipping point prices and articles from the magazine.

Banner ads get seen 2 to 3 times for \$300 per month.

2025-26 Rate Card

Full-Color Rates

Size	1-Time	4-Times	8-Times
Full Page	\$2500	\$2425	\$2200
2/3 Page vertical	\$2140	\$2065	\$2000
1/2 Page vertical	\$1650	\$1590	\$1500
1/2 Page horizontal	\$1535	\$1475	\$1415
1/3 Page	\$1300	\$1250	\$1200
1/4 Page	\$1080	\$1020	\$965
1/6 Page	\$735	\$680	\$625
1/12 Page	\$365	\$350	\$325
1/24 Page	\$160	\$150	\$140
2-page spread	\$4375	\$4225	\$4085
Back Cover, IFC, IBC	\$2650	\$2600	\$2755

Maximum Added-Value Packages*

Colossal \$12,500

Jumbo \$10,500

Medium \$ 7,500

* Includes print ads, listings and logos in buyers' guides, Onion E-News sponsorship, banner ad on OnionWorld.net. Ask your sales rep for details

Online and Buyers' Guides

Banner Ad Rates Per Month

Size	1-Time	3-Times	6-Times
728x90 or 336x280	\$300	\$285	\$275

Banner Ad Eblasts on Onion World E-News \$300 net per month

Custom Eblasts \$300 net per blast

November Buyers' Guide

Listings free for display advertisers in any issue. Logos for \$325 each

Essentials Guides

Write-up and photo - \$500. Free for advertisers.

Ad Specs

Trim Size: 8.375 x 10.875"

Sizes

Width listed first

Full Page, no bleed	7.5 x 10"
Full Page, bleed	8.625 x 11.125" (includes .125" bleed on all sides)
2/3 Page vertical	4.875 x 10"
1/2 Page vertical	4.875 x 7.375"
1/2 Page	7.375" x 4.875"
1/3 Page square	4.875 x 4.875"
1/3 Page horizontal	7.375 x 3.25"
1/3 Page vertical	2.312 x 9.875"
1/4 Page	3.562 x 4.875"
1/6 Page vertical	2.312 x 4.875"
1/6 Page horizontal	4.875 x 2.375"
1/12 Page	2.312 x 2.375"
1/24 Page	2.312 x 1.093"

Complete ad specs and terms: www.ColumbiaMediaGroup.com/specs

Resolution: 300 dpi at production size for photos and ads

Format: PDF, exported as "Press Quality"

Colors: All CMYK color format – no RGB

Delivery: Email dave@onionworld.net



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