

ENTREPRENEURS
IN AGRICULTURE



MEDIA GUIDE 2024

FARMING
FOR TOMORROW

WHY SEED ONLY HALF THE FIELD?

Farming For Tomorrow seeds the whole field. With an audited distribution of 85,297 copies we reach every farm on the Prairies. Your market. Your customers.

Approximately 130 million acres are being farmed across the prairies today. The stewards of this land, need product and service on some level to help them succeed. Whether it is seed, chemicals, equipment, or services, there is huge business to be done in caring for this land. We can help your message reach this entire market.

DISTRIBUTION

Agricultural Print across the Prairies	Alberta	Saskatchewan	Manitoba	Total (Canada)	Last Audit
Farming For Tomorrow	38,564	30,945	15,201	85,297	June 2023
Western Producer (Audited)	7,723	9,535	2,435	21,970	June 2023
Country Guide (Audited)	5,155	5,383	3,202	23,572	June 2023
Canola Digest (Audited)	14,569	14,495	6,494	38,188	December 2022

Rates

PRINT ADVERTISING RATES

FULL DISTRIBUTION

Cover	1X	3X	6X
Outside Back Cover	10930	10395	9845
Inside Front Cover	10445	9925	9395
Inside Back Cover	10445	9925	9395
DPS	16065	15260	14460
Full Page	9945	9450	8950
Half Page	5525	5250	4975
Quarter Page	2975	2825	2675

REGIONAL DISTRIBUTION

Alberta - 38,541 copies

	1X	3X	6X
DPS	6850	6510	6165
Full Page	4160	3890	3775
Half Page	2225	2140	2030
Quarter Page	1215	1150	1090

Saskatchewan - 32,347 copies

DPS	5980	5685	5385
Full Page	3730	3545	3355
Half Page	1955	1900	1795
Quarter Page	1130	1070	1015

Manitoba - 15,179 copies

DPS	5115	4860	4605
Full Page	3120	2970	2810
Half Page	1650	1565	1485
Quarter Page	870	830	780

CONTACT US

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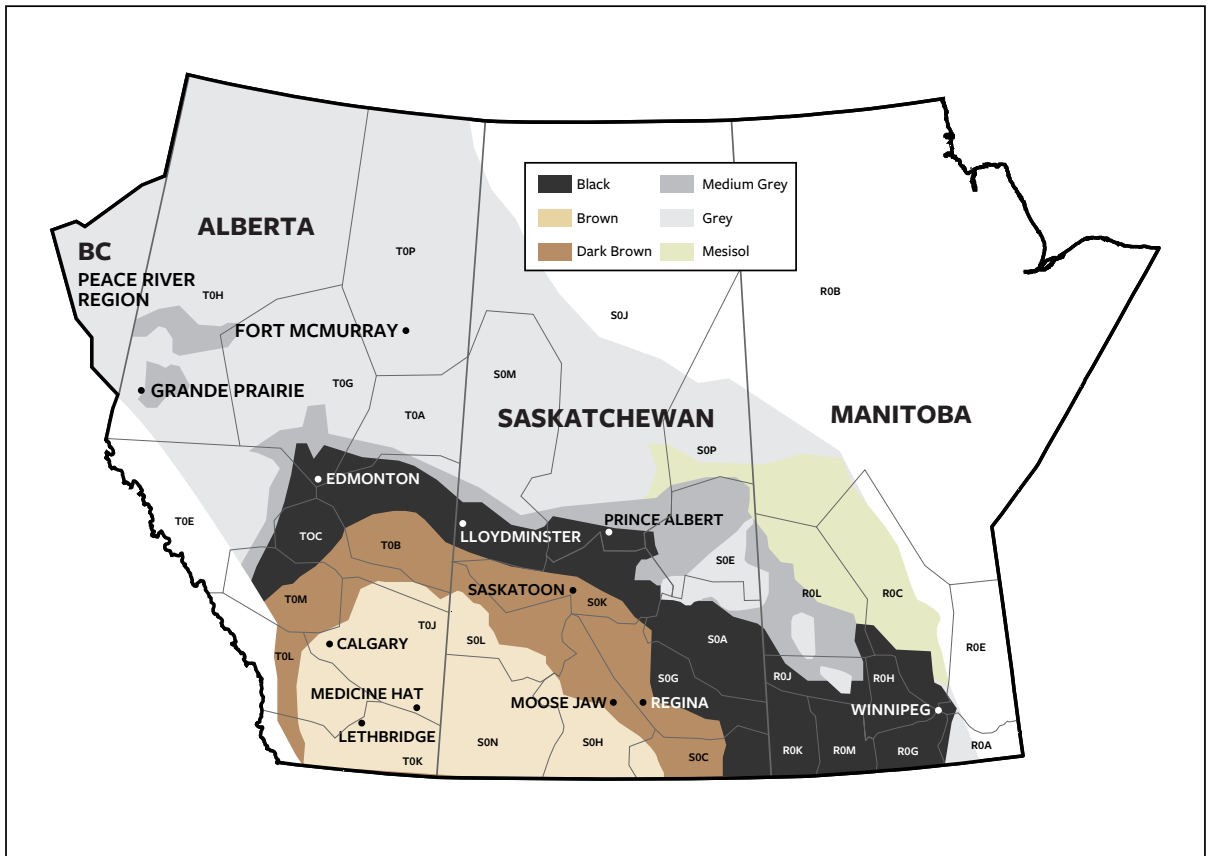
E: nancy@farmingfortomorrow.ca

Chloe MacEachern

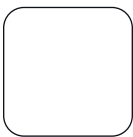
P: 587-774-7622

E: chloe@farmingfortomorrow.ca

Audited Circulations



White



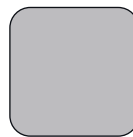
Copies: 7,808

Grey



Copies: 10,209

Medium Grey



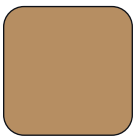
Copies: 7,826

Black



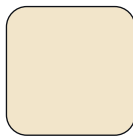
Copies: 29,770

Dark Brown



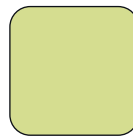
Copies: 16,251

Brown



Copies: 10,706

Mesisol



Copies: 2,727

Total:
85,297

INSERTS

We can insert your printed brochures into Farming For Tomorrow and geo-target your specific area or deliver to all the Prairies. Our rates are fair and the shelf life is increased dramatically having your brochure attached to our magazine. Ask us about this service.

NUMBER OF PRAIRIE FARM DECISION-MAKERS

There are 133,840 farm operators “those persons responsible for the day-to-day management decisions made in the operation of a census farm or agricultural operation” in the Prairies. Up to three farm operators could be reported per farm. (2016 Census of Agriculture.)

AD Specs

PRINT ADVERTISING SPECIFICATIONS

All of your images should have a 300 dpi resolution. **Any full-page ads or double-page spreads must have a 1/8" bleed on all sides with crop marks.**

Provincial Editions

*All print files should be submitted in a press-ready PDF format. Please ensure that your ad is in four-colour process and that all images and fonts have been embedded into the PDF file.

Double Page	16" x 10.625"
Full Page	8" x 10.625"
1/2 Page Vertical	3.375" x 9.625"
1/2 Page Horizontal	7" x 4.75"
1/4 Page Vertical	3.375" x 4.75"



ADDED VALUE: DIGITAL ADVERTISING

WWW.FARMINGFORTOMORROW.CA

LEADER BOARD BANNER AD (728px x 90px)

BIG BOX AD (300px x 250px)

TERMS AND CONDITIONS

ADVERTISING CONTENT

All copy is subject to the approval of the publisher, who reserves the right to reject, discontinue or omit any advertisement or cancel any advertising contract without penalty to either party. Right reserved to place the word "Advertisement" over any paid announcement.

LIABILITY

Advertiser and advertising agency assume liability for content (including text, representations and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher. Publisher will not be responsible for reproduction of color advertisements unless fully registered material is supplied. Make-good insertion will not be

granted on minor errors, which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of the area of space occupied by the error, whether the error is due to the negligence of its servants or otherwise. No liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

BILLING

Mechanical production charges are billed net. Advertising rates do not include 5% GST.

CANCELLATIONS

Cancellations not accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

Editorial Calendar and Deadlines

January / February

Seed Shop
Succession Planning

Space Closing

November 17, 2023

Ad Copy Deadline

November 24, 2023

March / April

Risk Management
Seeding Technology

Space Closing

January 19, 2024

Ad Copy Deadline

January 26, 2024

May / June

Grain Storage
& Drying
Equipment Maintenance

Space Closing

March 22, 2024

Ad Copy Deadline

March 29, 2024

July / August

AgSmart
Precision Ag

Space Closing

May 24, 2024

Ad Copy Deadline

May 31, 2024

Sept. / Oct.

Fertilizer
Land Development &
Real Estate
Seed

Space Closing

July 19, 2024

Ad Copy Deadline

July 26, 2024

Nov. / Dec.

Farm Buildings
Livestock Health

Space Closing

September 20, 2024

Ad Copy Deadline

September 27, 2024

CROP PRODUCTION SHOW
Special Issue
January 2024

AGEXPO
Special Issue
February 2024

AGSMART
Special Issue
August 2024

AGRI-TRADE
Special Issue
November 2024