

Media Guide 2026

**FARMING FOR
TOMORROW**

Entrepreneurs
in Agriculture



Why seed only half the field?



Farming For Tomorrow seeds the whole field. With an audited distribution of 78,868 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	36,739	28,990	13,139	78,868	December 2024
Western Producer	5,186	6,185	1,620	14,340	June 2025
Canola Digest	13,122	13,952	6,064	33,907	December 2024

Rates

Print Advertising Rates

Full Distribution

	1X	3X	6X
Cover			
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 – 36,793 copies	1X	3X	6X
DPS	6850	6510	6165
Full Page	4160	3890	3775
Half Page	2225	2140	2030
Quarter Page	1215	1150	1090

Saskatchewan – 28,990 copies			
DPS	5980	5685	5385
Full Page	3730	3545	3355
Half Page	1955	1900	1795
Quarter Page	1130	1070	1015

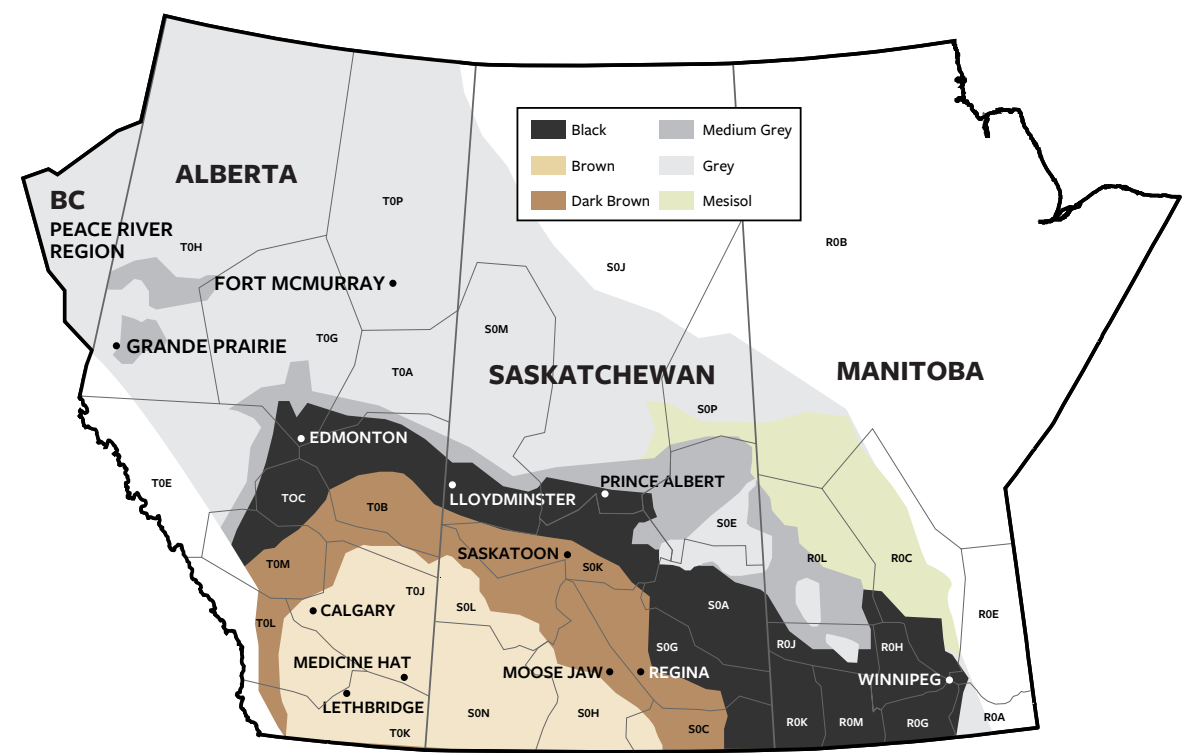
Manitoba – 13,139 copies			
DPS	5115	4860	4605
Full Page	3120	2970	2810
Half Page	1650	1565	1485
Quarter Page	870	830	780

Inserts

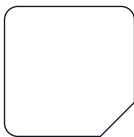
We can insert your printed brochures into Farming For Tomorrow and geo-target your specific area or deliver to all the Prairies. Our rates are fair and the shelf life is increased dramatically having your brochure attached to our magazine. Ask us about this service.

Audited Circulations

Verified Readership Across the Prairies

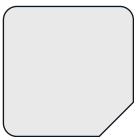


White



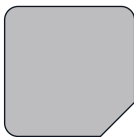
Copies: 7,211

Grey



Copies: 9,555

Medium Grey



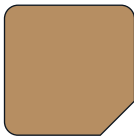
Copies: 7,328

Black



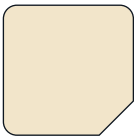
Copies: 26,990

Dark Brown



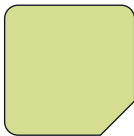
Copies: 15,389

Brown



Copies: 10,020

Mesisol



Copies: 2,375

Total:
78,868

AD Specs

Updated Print Production Specifications 2026

Technical Requirements

- 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.
- All of your images should have a 300 dpi resolution.
- Any full-page ads or double-page spreads must have a 0.125” bleed on all sides with crop marks.

Ad Dimensions

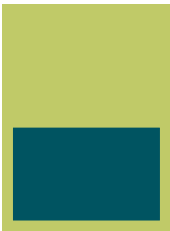
Space Size	Bleed	Trim Width	Trim Height
Double-Page Spread	16" x 10.875"	15.75"	10.625"
Full-Page	8.125" x 10.875"	7.875"	10.625"
Half-Page Horizontal		6.875"	4.6875"
Half-Page Vertical		3.3125"	9.625"
Quarter-Page Vertical		3.3125"	4.6875"



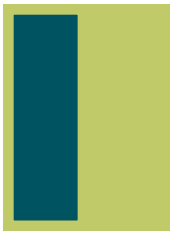
Double-Page Spread



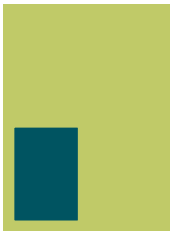
Full-Page



Half-Page
Horizontal



Half-Page
Vertical



Quarter-Page
Vertical

Digital Advertising

Banner Dimensions

Leader Board Banner	(728px x 90px)
Big Box Ad	(300px x 250px)

www.farmingfortomorrow.ca



Editorial Calendar and Deadlines 2026

January / February

Crop Production Show Guide
Seed Shop
Succession Planning
Grain Marketing

Space Closing

November 14, 2025

Ad Copy Deadline

November 21, 2025

February

AGExpo Show Guide
Special Alberta Distribution

Space Closing

December 17, 2025

Ad Copy Deadline

December 22, 2025

March / April

Risk Management & Insurance
Seeding Technology

Space Closing

January 16, 2026

Ad Copy Deadline

January 23, 2026

May / June

Grain Storage & Drying
Equipment Maintenance
Spraying & Fungicides
Hail Insurance

Space Closing

March 20, 2026

Ad Copy Deadline

March 27, 2026

June

Cypress Farm & Ranch Show Guide

Space Closing

April 17, 2026

Ad Copy Deadline

April 24, 2026

July / August

Finance
Fertilizer Chemicles
Harvest
Precision Ag

Space Closing

May 22, 2026

Ad Copy Deadline

May 29, 2026

August

AgSmart Show Guide
Special Alberta Distribution

Space Closing

June 12, 2026

Ad Copy Deadline

June 19, 2026

September / October

Fertilizer
Land Development & Real Estate
Seed

Space Closing

July 17, 2026

Ad Copy Deadline

July 24, 2026

November / December

Agri-Trade Show Guide
Ag Tech
Livestock Health

Space Closing

September 18, 2026

Ad Copy Deadline

September 25, 2026

Contact Us

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