FARMING FOR TOMORROW



MEDIA GUIDE 2027

Entrepreneurs
in Agriculture



Why seed only half the field?

Farming For Tomorrow seeds the whole field. With an audited distribution of 78,204 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	Last Audit
Farming For Tomorrow	36,725	28,542	12,937	78,204	Dec 2025
Western Producer	4,376	5,153	1,478	12,378	June 2026
Canola Digest	7,010	7,572	4,186	19,953	June 2026

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 – 36,725 copies	1X	3X	6X
DPS	6850	6510	6165
Full Page	4160	3890	3775
Half Page	2225	2140	2030
Quarter Page	1215	1150	1090

Saskatchewan – 28,542 copies			
DPS	5980	5685	5385
Full Page	3730	3545	3355
Half Page	1955	1900	1795
Quarter Page	1130	1070	1015

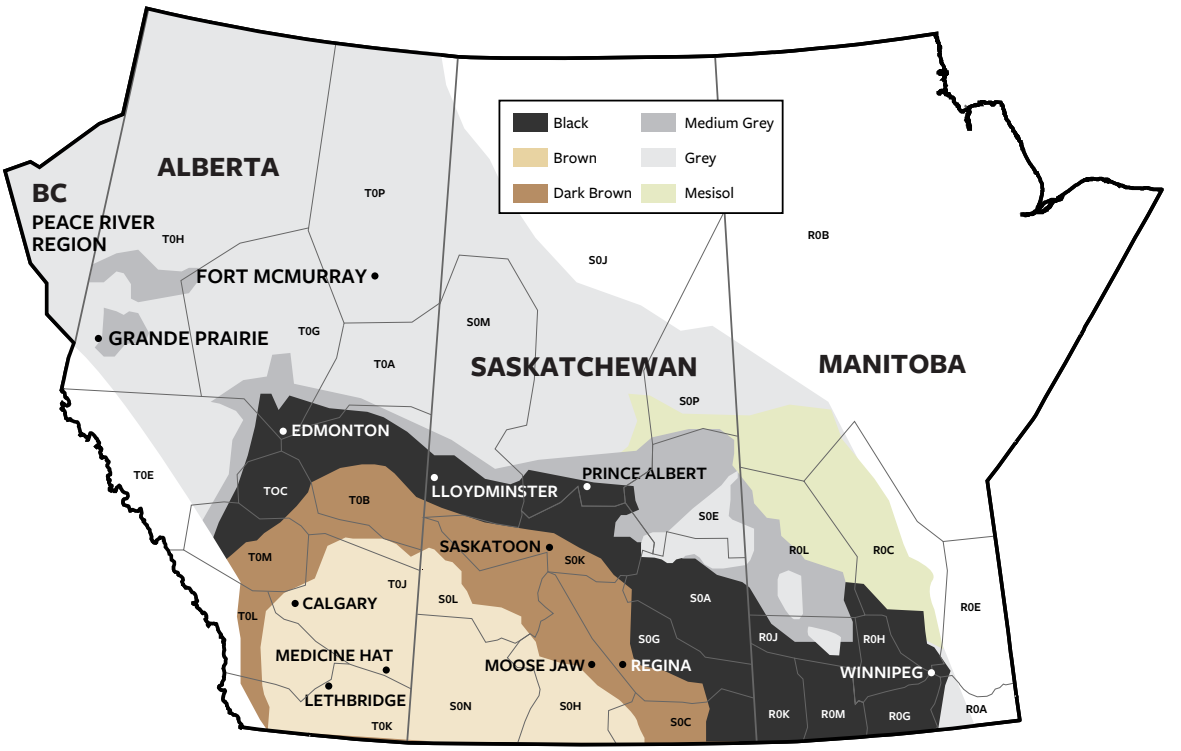
Manitoba – 12,937 copies			
DPS	5115	4860	4605
Full Page	3120	2970	2810
Half Page	1650	1565	1485
Quarter Page	870	830	780

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: **7,147**

Grey

Copies: **9,555**

Medium Grey

Copies: **7,328**

Black

Copies: **26,390**

Dark Brown

Copies: **15,389**

Brown

Copies: **10,020**

Mesisol

Copies: **2,375**

Total:
78,204

AD Specs

UPDATED PRINT PRODUCTION SPECIFICATIONS 2027

Technical Requirements

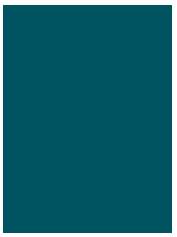
- All print files should be submitted in a press-ready PDF format. Please ensure that your ad is in four-colour process and that all images and fonts have been embedded into the PDF file.
- All of your images should have a 300 dpi resolution.
- **Any full-page ads or double-page spreads must have a 0.125" bleed on all sides with crop marks.**

AD DIMENSIONS

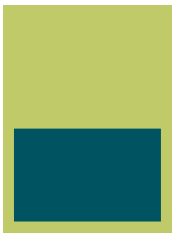
Space Size	Bleed	Trim Width	Trim Height
Double-Page Spread	16" x 10.875"	15.75"	10.625"
Full-Page	8.125" x 10.875"	7.875"	10.625"
Half-Page Horizontal		6.875"	4.6875"
Half-Page Vertical		3.3125"	9.625"
Quarter-Page Vertical		3.3125"	4.6875"



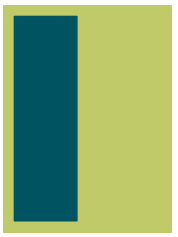
Double-Page Spread



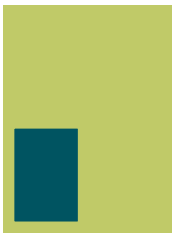
Full-Page



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 2027

January / February
Crop Production Show Guide
Seed Shop
Succession Planning
Grain Marketing

Space Closing
November 13, 2026

Ad Copy Deadline
November 20, 2026

February
AGExpo Show Guide
Special Alberta Distribution

Space Closing
December 17, 2026

Ad Copy Deadline
December 22, 2026

March / April
Risk Management & Insurance
Seeding Technology

Space Closing
January 15, 2027

Ad Copy Deadline
January 22, 2027

May / June
Grain Storage & Drying
Equipment Maintenance
Spraying & Fungicides
Hail Insurance

Space Closing
March 19, 2027

Ad Copy Deadline
March 26, 2027

June
Cypress Farm & Ranch Show Guide
Special Alberta Distribution

Space Closing
April 16, 2027

Ad Copy Deadline
April 23, 2027

July / August
Finance
Fertilizer Chemicles
Harvest
Precision Ag

Space Closing
May 21, 2027

Ad Copy Deadline
May 28, 2027

August
AgSmart Show Guide
Special Alberta Distribution

Space Closing
June 11, 2027

Ad Copy Deadline
June 18, 2027

September / October
Fertilizer
Land Development & Real Estate
Seed

Space Closing
July 16, 2027

Ad Copy Deadline
July 23, 2027

November / December
Agri-Trade Show Guide
Ag Tech
Livestock Health

Space Closing
September 17, 2027

Ad Copy Deadline
September 24, 2027

Contact Us

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