

# Farmtario

*Growing Together*

2020/  
2021

MEDIA  
KIT

A NEW SOURCE OF INFORMATION FOR ONTARIO FARMERS

[farmtario.com](https://farmtario.com)



## WELCOME TO FARMTARIO



**John Greig**  
Editor

Farming is increasingly complex. Farmers have decisions to make on agronomics, finances, employees, animal care, marketing and now, automation. We know a lot of money is riding on these decisions. Bringing the best insights to farmers is incredibly important. We believe that's part of our responsibility at **Farmtario**.

## AUDIENCE

Total number of farmers

**44,640**

## TOTAL DISTRIBUTION

**45,500+**

Farmtario provides mass market penetration to Ontario's agriculture producers

## BENEFITS

- We are focused on providing the best independent insight for farmers. This will give farmers better information for making farming decisions
- We are committed to giving farmers a more efficient and better farm news reading experience
- Our Ontario-based agriculture journalists are some of the most-trusted and experienced in the business
- We believe the future of agriculture is bright and we are committed to providing information that helps farmers enter that future, no matter the platform.
- We are online, mobile and in print – daily and bi-weekly
- We are backed by **Glacier FarmMedia's** top journalists, editors and coverage across Canada

GLACIER **farmmedia**





## GROWING ONTARIO TOGETHER

### INSIGHT:

We're here to help you make sense of complex issues, and to give farmers the understanding they need to make informed decisions that drive their farm forward.

### TRUST:

Our Ontario-based farm journalists are some of the most-trusted and experienced in the business. We believe the future of Ontario agriculture is bright but change is rapid. We are committed to providing information farmers can rely on in an ever-changing industry so they can use their resources efficiently and effectively.

### ACCESS:

We know farmers are busy. They want access to farm news where they need it, when they need it. We're giving them that choice online, on their phone, in their inbox, on social media and in their mailbox.

### DEPTH:

We know farming. We're backed by **Glacier FarmMedia**, Canada's largest farm publisher, and their team of more than 50 agricultural journalists across the country. These are the same folks who bring you trusted brands like **Canada's Outdoor Farm Show**, **AgDealer**, **Country Guide** and the **Western Producer** to name a few.





## READERSHIP ENGAGEMENT

The Farmtario reader survey was conducted in July of 2018 with about 800 farmers and a 19% response rate. Here's what they told us:

**97%**

Trust the information  
in this publication

**94%**

Provides coverage of issues  
that matter to me

**92%**

Provides me with  
in-depth analysis  
and insights

**92%**

Provides me insights that  
allow me to make  
informed decisions

**90%**

Contains independent  
and unbiased  
information

**89%**

Journalists writing for  
this publication are  
extremely qualified

**80%**

Have read most or all of  
the last four issues  
of Farmtario

# CONTENT CALENDAR / DEADLINES

Deadline is noon central time on the dates indicated.

2020 FEATURES / SUPPLEMENTS	ISSUE DATE	DEADLINE
Preparing for Planting (Maintenance & Tech)	March 23	March 6
	April 6	March 20
Beef — Cow/Calf Health Trucks and ATV Focus	April 20	April 3
	May 4	April 17
Dairy — Forages and Nutrition	May 18	May 1
Hog Housing and Equipment	June 1	May 15
	June 15	May 29
	June 29	June 12
Harvest Special (Storage, Maintenance, Handling)	July 13	June 26
	July 27	July 10
Canada's Outdoor Farm Show Pre-Show Coverage	August 10	July 24
	August 24	August 7
Canada's Outdoor Farm Show Innovations Showcase	September 7	August 21
Dairy — Farm Management and Data Trucks and ATV Focus	September 21	September 4
	October 5	September 18
Compact & Drainage	October 19	October 2
Seed Selection Agdatapalooza	November 2	October 16
	November 16	October 30
SWAC Conference Coverage	November 30	November 13
Equipapalooza	December 14	November 27

2021 FEATURES / SUPPLEMENTS	ISSUE DATE	DEADLINE
Dairy — Equipment, Building and Innovation	January 11	December 18
	January 25	January 8
Precision Crop Management (Platforms, Sensors, Data Management)	February 8	January 22
	February 22	February 5
Preparing for Planting (Maintenance & Tech)	March 8	February 19
	March 22	March 5
Beef — Cow/Calf Health Trucks and ATV Focus	April 5	March 19
	April 19	April 2
Dairy — Forages and Nutrition	May 3	April 16
	May 17	April 30
Hog Housing and Equipment	May 31	May 14
	June 14	May 28
Crop Scouting and Diagnostics	June 28	June 11
	July 12	June 25
Harvest Special (Storage, Maintenance, Handling)	July 26	July 9
	August 9	July 23
Canada's Outdoor Farm Show Pre-Show Coverage	August 23	August 6
Canada's Outdoor Farm Show Innovations Showcase	September 6	August 20
Dairy — Farm Management and Data	September 20	September 3
Trucks and ATV Focus	October 4	September 17
Compact & Drainage	October 18	October 1
Seed Selection Agdatapalooza	November 1	October 15
	November 15	October 29
SWAC Conference Coverage	November 29	November 12
Equipapalooza	December 13	November 26

## THE COMPLETE FARM PACKAGE

Each issue of Farmtario will also feature agriculture classified listings. Hundreds of great deals on farm equipment, vehicles and livestock.

Our auction section is your gateway to land, equipment and livestock auctions in the province.

This complete farm information package is unique in the Ontario marketplace and is delivered to **45,500+** mailboxes every 2 weeks.



## SPECIAL TACTICS

### SUPPLIED INSERTS / POST-IT NOTES

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run by FSA, soil zone, census division, or census sub-division. Rates for special space units are available on request.

### SPECIAL POSITIONS

Guaranteed and preferred positions when available and requested, add 25% exclusive of colour and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

## ADVERTISING RATES

Rates effective as of March 1, 2020

AD SIZE	DIMENSIONS	B&W RATE	FULL COLOUR
Double Page Spread	21.5 x 15.5" / 10 col. x 217 agate lines	8,853.60	10,853.60
Full Page	10.25 x 15.5" / 5 col. x 217 agate lines	4,426.80	5,426.80
2/3 Page	10.25 x 10.28" / 5 col. x 144 agate lines	2,937.60	3,937.60
Junior Page Spread	17.33 x 10" / 8 col. x 140 agate lines	4,569.60	6,569.60
Junior Page	8.125 x 10" / 4 col. x 140 agate lines	2,284.80	3,284.80
1/2 Double Page Spread	21.5 x 7.75" / 10 col. x 108 agate lines	4,406.40	6,406.40
1/2 Page	10.25 x 7.75" / 5 col. x 108 agate lines	2,203.20	3,203.20
1/3 Page	6 x 8.57" / 3 col. x 120 agate lines 10.25 x 5.14" / 5 col. x 72 agate lines	1,468.80	2,468.80
1/4 Page	6 x 6.625" / 3 col. x 93 agate lines	1,138.32	2,138.32
1/8 Page	4 x 5" / 2 col. x 70 agate lines	571.20	1,571.20
Earlug	2.5 x 2"		2,138.32
Front Banner	10.25 x 3" / 5 col. x 42 agate lines		3,284.80

\$4.08 per agate line Black & 3 Colour \$1000





## TERMS & CONDITIONS

### New Accounts

Transient and new accounts, cash with order. Credit applications are required on all new accounts that have not authorized credit card payments.

### Terms

Accounts payable in Canadian funds. Net 30 days. Publisher reserves the right to charge 1.5% interest per month (18% per year) on overdue accounts.

### Contracts & Schedules

Contracts are based on volume committed in advance for a 12-month period. Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months. The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card. Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

### Commission

15% will be paid to recognized agencies on the gross charges for space, colour, and position, when ad copy is forwarded via FTP or e-mail.

### Advertising Content

All copy 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.

Publisher reserves the right to place the word "Advertisement" centered in 8pt Helvetica over any paid announcement.

### Dollar Volume Discount

Glacier FarmMedia offers the following dollar volume discounts. These apply to gross advertising dollars spent within a 12-month period in any Glacier FarmMedia print publication with the exception of the Western Producer, Seed Manitoba, Yield Manitoba, Yield Alberta, Prairie Ag Catalogue, Ag in Motion Show Guides, Canada's Outdoor Farm Show Show Guide, AgDealer and Agricole Idéal.

Gross Dollars Spent	Discount
20,001 - 50,000	2%
50,001 - 150,000	3.5%
150,001 - 250,000	5%
250,001 - 300,000	7.5%
300,001 - 400,000	9%
400,001 +	10.5%

### Cancellations

No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

### 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.

### Colour Reproduction

Publisher will not be responsible for unsatisfactory reproduction of colour advertisements unless accurate colour proofs are 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 the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

### Exclusivity

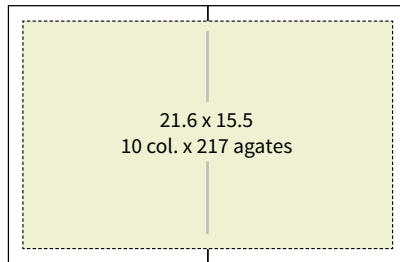
We do not offer exclusivity for front page banners, ear lugs, banner wraps, outside back pages, inserts, etc.

### Special Services

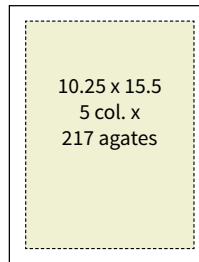
When publisher must provide artwork, advertiser will be billed at cost. Publisher reserves the right to charge for changes required to customer supplied material.

## AD DIMENSIONS

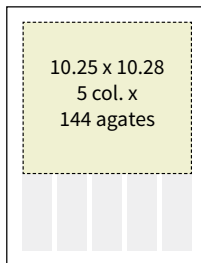
Double Page Spread Centre Spread



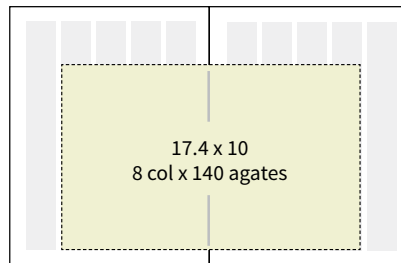
Full Page



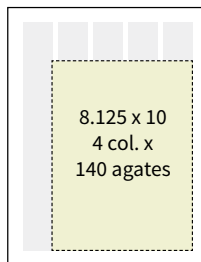
2/3 Page



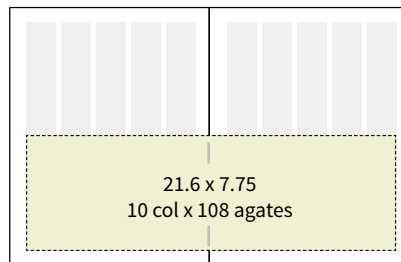
Junior Page Spread



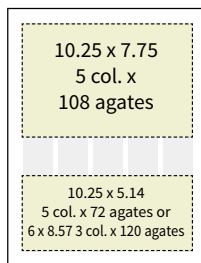
Junior Page



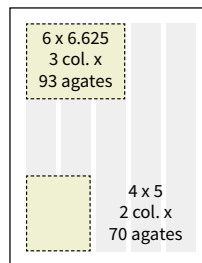
1/2 Double Page Spread



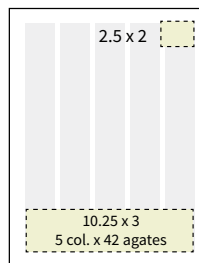
1/2 Page 1/3 Page



1/4 Page 1/8 Page



Earlug Front Banner



## TECHNICAL SPECS

### Electronic Material

Electronic files (including inserts) must arrive in press-ready (high res X1A file) Acrobat PDF format (8.0 compatible). When saving a file in PDF format ensure all fonts are embedded and limit photo resolution to 170 dpi. Colour ads must be CMYK, RGB images are not acceptable. Files must be sent electronically by e-mail to [ads@fbcpublishing.com](mailto:ads@fbcpublishing.com) OR uploaded by ftp to [vip.fbcpublishing.com](ftp://vip.fbcpublishing.com)

**PLEASE NOTE** We DO NOT ACCEPT ads in Microsoft Word, Publisher or InDesign format. All files will be reviewed to ensure they meet Glacier FarmMedia pre-press standards. Clients will be contacted regarding any modifications required. Publisher will not be held responsible for any errors made when original deadlines are missed.

**Colour Guidance** An accurate colour proof must accompany all advertising materials. In the absence of a colour proof, publisher will not be held responsible for unsatisfactory colour reproduction.

**Ink Density** Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

### Fine line work and lettering

Fine serifs, small lettering, and thin line work should be restricted to one colour and preferably not smaller than 7 point. The use of small lettering (under 7 points) and fine serifs should be avoided. Publisher can not accept responsibility for reproduction and/or legibility of any type under 7 point.

Column width	1.9"
Gutter width	.1667"
Page depth	217 agate lines
No. of columns	5
Halftone line screen	85
Dot gain	30%
Printing	Heat-set web offset

## CONTACTS



**Lillie Ann Morris**

NATIONAL SALES

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E: [lmorris@farmmedia.com](mailto:lmorris@farmmedia.com)

### SUBMITTING AD MATERIALS

### AD SERVICES CO-ORDINATOR

Email: [ads@fbcpublishing.com](mailto:ads@fbcpublishing.com)

FTP: [vip.fbcpublishing.com](ftp://vip.fbcpublishing.com)