

# Grainews 2017|2018mediakit



1,000ACRESBROMEGRASSCAMELINA5,000ACRESOATSCANOLAALFALFASUNFLOWERS  
43YEARSOLDSHEEPWINTERWHEATTREFOIL27YEARSOLDLENTILSLEAFCUTTERBEES  
BARLEYCHICKPEAS62YEARSOLD150BEEFCATTLESOYBEANSGREENPEASDURUMWHEAT



# Grainews doesn't serve the average Prairie farmer

## Because there isn't one

### Western Canada isn't two-crop country

If you picked any four items from the list on the front page to describe a farmer in Western Canada, we could probably find one. It could be a 27-year old growing canola, yellow peas and barley on 1,500 acres. It could be a 43-year old growing barley, lentils, winter wheat and flax on 3,200 acres, plus looking after 150 beef cattle. It could be a 62-year old growing durum wheat, lentils, chickpeas and canola on 5,000 acres.

But that's just what they're growing this year. Next year their crop mix could be partly or completely different. And it should be — the benefits of rotating crops have been known for many years. Today the practice is more important than ever. With new challenges such as weed resistance to herbicides, farmers need to rotate not only their crops, but the products they need to grow them. That makes deciding on the right combination of crops and products more challenging than ever. With our tagline of "Practical Production Tips for the Prairie Farmer," Grainews helps our readers make those decisions.

### Reaching 50 million-plus acres

At Grainews, we know that our readers are even more diversified than the crops they grow, and no two farms are the same. Whether it's a large established farmer or a young one starting to take over from mom and dad, our job is to help them farm every acre better, no matter how many they own or operate. Though farms have become fewer and larger in Western Canada — the average size is now about 1,100 acres — just eight per cent are larger than 3,500 acres. The average Grainews reader reports more than 2,600 acres, which means that your message can reach not just that eight per cent, but also the ones operating more than 50 million acres in Western Canada.

### Farmers aren't just our readers — they're our writers

When Grainews started in 1975, it was an immediate success, largely due to its theme of "Written for farmers, by farmers." It still applies today. Editor Leeann Minogue is a partner on a grain farm in southern Saskatchewan. Many in our stable of contributors are farmers, but that stable also includes not only our professional staff, but industry agronomists and specialists who work directly with farmers and understand what kind of practical information they need to manage their crops.

### Grain farmers keep cattle too

Despite our title, we recognize that many grain farmers have beef cattle, which is why we have a "Cattleman's Corner" section. Like the rest of the publication, its focus is on practical tips for the cow-calf producer, whether he or she has just a few cattle or a few hundred.







**Leeann Minogue** EDITOR

Editor Leeann Minogue doesn't have to travel far to get a perspective on what's important to farmers — she was raised on a farm and today is a partner in a 5,550-acre family pedigreed seed farm in southeast Saskatchewan. Leeann has a master's degree in agricultural economics, and has worked as a policy analyst with farm organizations and the Saskatchewan government. She is also a playwright, and her rural comedies have been staged at community theatres across the Prairies as well as at professional stages in London, Ontario and Saskatoon & Rosthern, Saskatchewan.



**Lee Hart** EDITOR

Lee Hart is editor of the popular **Cattleman's Corner** section of Grainews, but he's also a regular contributor to the crops pages. Brought up on a Ontario dairy farm, Lee is a career farm journalist now based in Calgary, where he has also written for Canadian Cattlemen and Country Guide. Lee is well known for looking at the lighter side of agriculture through his popular "Hart Attacks" column in print and online.



**Scott Garvey** MACHINERY EDITOR

If it's on a farm and it has moving parts, chances are that machinery editor Scott Garvey has written about it. Scott covers the latest in new machinery and technology, but is also interested in writing about and restoring old vehicles. He's written for several publications in North America and the UK, and is author of the best-selling book *Tractor in the Haystack* and co-author of *My First Tractor*. Scott also writes about practical machinery maintenance and repair projects that he undertakes in a large shop on the farm where he grew up in eastern Saskatchewan.



**Lisa Guenther** FIELD EDITOR

Field editor Lisa Guenther lives close to the ranch where she was brought up in northwestern Saskatchewan. She (usually) enjoys working cattle on horseback, helping with seasonal chores, and watching the operation while her parents are away. Her reporting has won awards with the Canadian Farm Writers' Federation, and received an honourable mention with the North American Agricultural Journalists.

Lisa is also a published novelist. Her first book, *Friendly Fire*, was set in rural Saskatchewan, and short-listed for a Sask Book Award.

Lisa is currently the president of the Saskatchewan Farm Writers' Association and a senator with the Canadian Farm Writers' Federation.

Rates effective as of March 1, 2017

AD UNIT	NON BLEED DIMENSIONS	BLEED AD DIMENSIONS		B&W RATE	FULL COLOUR
	LIVE AREA	TRIM	BLEED*		
<b>Double Page Spread</b>	20.875" x 14" 10 col. x 196 agate lines	22" x 14.5"	22.5" x 15"	15,915.20	18,855.20
<b>Full Page</b>	9.875" x 14" 5 col. x 196 agate lines	11" x 14.5"	11.5" x 15"	7,957.60	9,427.60
<b>Junior Page Spread</b>	16.875" x 10" 8 col. x 140 agate lines			9,094.40	12,034.40
<b>Junior Page</b>	7.875" x 10" 4 col. x 140 agate lines			4,547.20	6,017.20
<b>Super Junior Page</b>	7.875" x 14" 4 col. x 196 agate lines	8.5" x 14.5"	8.75" x 15"	6,366.08	7,836.08
<b>Super 1/2 Double Page Spread</b>	20.875" x 7.75" 10 col. x 108 agate lines	22" x 8"	22.5" x 8.25"	8,769.60	11,709.60
<b>Super 1/2 Page</b>	9.875" x 7.75" 5 col. x 108 agate lines	11" x 8"	11.5" x 8.25"	4,384.80	5,854.80
<b>1/3 Page</b>	H: 9.875" x 4.8" 5 col. x 67 agate lines S: 5.875" x 8" 3 col. x 112 agate lines	H: 11" x 5.3"	H: 11.5" x 5.8"	2,720.20	4,190.20
<b>1/4 Page</b>	H: 9.875" x 4" 5 col. x 56 agate lines S: 5.875" x 6.625" 3 col. x 93 agate lines	H: 11" x 4.5"	H: 11.5" x 5"	2,265.48	3,735.48
<b>1/8 Page</b>	3.85" x 5" 2 col. x 70 agate lines			1,136.80	2,606.80
<b>Earlug</b>	3.85" x 1.5" 2 col. x 21 agate lines				2,606.80
<b>Front Banner</b>	5.875" x 2" 3 col. x 28 agate lines	7" x 2.5"	7.5" x 3"		3,735.48
<b>Super Front Banner</b>	9.875" x 2" 5 col. x 28 agate lines	11" x 2.5"	11.5" x 3"		6,017.20

\$8.12 per agate line Black &amp; 1 Colour \$765.00 Black &amp; 3 Colour \$1,470.00 \* Bleed size dimensions include .25" bleed on all sides

## GRAINEWS PUBLICATION SCHEDULE

2017 EDITORIAL	ISSUE DATE	DEADLINE
Insect Management	May 16	April 27
Pre & Post Harvest Weed Control	June 6	May 18
Harvest/Grain Storage	July 18	June 29
Soil Management & Nutrition	August 29	August 10
Grain Marketing Strategies	September 26	September 7
Equipment & Tillage	October 17	September 28
New Seed Varieties	November 7	October 19
New Seed Varieties & Spraying Technology Focus	December 5	November 16
2018 EDITORIAL	ISSUE DATE	DEADLINE
Crop Production	January 9	December 20
Pulse & Special Crop Production	January 23	January 4
Crop Production and Protection & Chemistry Rebate Round-up	February 6	January 18
Crop Production and Protection & Financial Planning Section	February 13	January 25
New Crop Production	February 20	February 1
Pre-Seeding/Crop Planning	March 6	February 15
Pre-Seeding/Crop Planning & Safety Week	March 13	February 22
Precision Ag	March 27	March 8
Weed Management	April 10	March 22
Disease Management	April 24	April 5
Insect Management	May 15	April 26
Pre & Post Harvest Weed Control	June 5	May 17
Harvest/Grain Storage	July 17	June 28
Soil Management & Nutrition	August 28	August 9
Grain Marketing Strategies	September 25	September 6
Equipment & Tillage	October 16	September 27
New Seed Varieties	November 6	October 18
New Seed Varieties & Spraying Technology Focus	December 4	November 15

## ADVERTISING OPTIONS

## SPLIT COPY

Regional advertisers may make copy substitutions in any combination of regions or provincial editions. Additional cost for each substitution is \$1000 net. Minimum quantity for splits is 1000 pieces.

## 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.

## SUPPLIED INSERTS / POST-IT NOTES / POLYBAGGING

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, census divisions, or census sub-divisions. Rates for special space units (gatefolds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

## ADVERTISING CONTACT

Kevin Yaworsky

NATIONAL SALES &amp; MARKETING

Phone: 250 869 5326

Email: [kyaworsky@farmmedia.com](mailto:kyaworsky@farmmedia.com)

AD UNIT	NON BLEED DIMENSIONS	BLEED AD DIMENSIONS	
	LIVE AREA	TRIM	BLEED*
<b>Double Page Spread</b>	20.875" x 14" 10 col. x 196 agate lines	22" x 14.5"	22.5" x 15"
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Trim Size	11" x 14.5"
Binding	Saddle Stitched
Column width	1.85"
Column depth	196 agate lines
Gutter width	.1667"
No. of columns	5
Halftone line screen	85
Dot gain	30%
Printing	Heat-set web offset

## MECHANICALS & FILE SPECIFICATIONS

### SAFETY MARGINS

(measured from trim size):

Keep text, logos, etc. 0.562" away from gutter on spreads. Full page & spreads allow 0.562" sides, 0.25" top and bottom. To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area to 20" x 13.5" maximum for double-page spreads, and 9.5" x 13.5" maximum for full page ads. Bleed ads must have a minimum of .25" bleed allowance on head, foot, and fore edge. Crop/registration marks should have an offset of .25".

**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 format or InDesign. 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.

**FALSE COVERS & GATEFOLDS AVAILABLE**  
Call for pricing and specs.

## SUBMITTING AD MATERIALS

### AD SERVICES CO-ORDINATOR

Grainews  
1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1

Phone: **204 944 5765**

Fax: **204 944 5562**

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

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

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Phone: **250 869 5326**

Email: [kyaworsky@farmmedia.com](mailto:kyaworsky@farmmedia.com)

**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 Western Producer, Seed Manitoba, Yield Manitoba, Yield Alberta, Ag Dealer 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.

**SUBMITTING AD MATERIALS****AD SERVICES CO-ORDINATOR**

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