



# Grainews

2018/2019

# MEDIA KIT



# GRAINEWS DOESN'T SERVE THE AVERAGE PRAIRIE FARMER

Because there isn't one

## Western Canada isn't two-crop country

A farmer in Western Canada 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.





## LOCAL VOICES



**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.



**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.



**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 an 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.



**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.



# READERSHIP

Here's what our readers say:

**92%**

Crop production articles are very/somewhat useful

**94%**

Contains relevant information for my needs

**79%** Of them grow canola

**76%** Of them grow wheat

**95%**

Contains credible information

**80%**

Farm owners and managers

**20%** industry influencers'

Ipsos Survey:

RANKS

**2**

In Western Canada in Crop/Livestock Inputs Information

RANKS

**2**

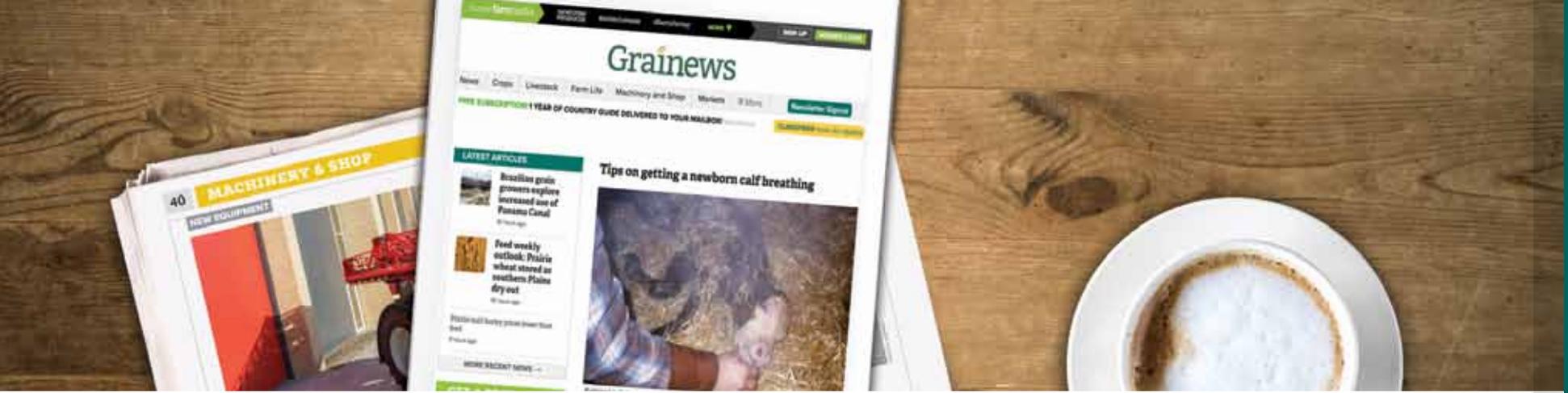
As the Most Read Editorial Agricultural Publication in Western Canada

# CONTENT CALENDAR / DEADLINES

Deadline is noon central time on the dates indicated.

2018 EDITORIAL FEATURES	ISSUE DATE	DEADLINE
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

2019 EDITORIAL FEATURES	ISSUE DATE	DEADLINE
Crop Production	January 8	December 19
Pulse & Special Crop Production	January 22	January 3
Crop Production and Protection & Chemistry Rebate Round-up	February 5	January 17
Crop Production and Protection & Financial Planning Section	February 12	January 24
New Crop Production	February 19	January 31
Pre-Seeding/Crop Planning	March 5	February 14
Pre-Seeding/Crop Planning & Safety Week	March 12	February 21
Precision Ag	March 26	March 7
Weed Management	April 9	March 21
Disease Management	April 23	April 4
Insect Management	May 14	April 25
Pre & Post Harvest Weed Control	June 4	May 16
Harvest/Grain Storage	July 16	June 27
Soil Management & Nutrition	August 27	August 8
Grain Marketing Strategies	September 24	September 5
Equipment & Tillage	October 15	September 26
New Seed Varieties	November 5	October 17
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# AD RATES

Rates effective as of March 1, 2018

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"	16,228.80	19,168.80
<b>Full Page</b>	9.875" x 14" 5 col. x 196 agate lines	11" x 14.5"	11.5" x 15"	8,114.40	9,584.40
<b>Junior Page Spread</b>	16.875" x 10" 8 col. x 140 agate lines			9,273.60	12,213.60
<b>Junior Page</b>	7.875" x 10" 4 col. x 140 agate lines			4,636.80	6,106.80
<b>Super Junior Page</b>	7.875" x 14" 4 col. x 196 agate lines	8.5" x 14.5"	8.75" x 15"	6,491.52	7,961.52
<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"	8,942.40	11,882.40
<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"	4,471.20	5,941.20
<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"	2,773.80	4,243.80
<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"	2,310.12	3,780.12
<b>1/8 Page</b>	3.85" x 5" 2 col. x 70 agate lines			1,159.20	2,629.20
<b>Earlug</b>	3.85" x 1.5" 2 col. x 21 agate lines				2,629.20
<b>Front Banner</b>	5.875" x 2" 3 col. x 28 agate lines	7" x 2.5"	7.5" x 3"		3,780.12
<b>Super Front Banner</b>	9.875" x 2" 5 col. x 28 agate lines	11" x 2.5"	11.5" x 3"		6,106.80

\$8.28 per agate line Black & 1 Colour \$765.00 Black & 3 Colour \$1,470.00

\* Bleed size dimensions include .25" bleed on all sides

# ADVERTISING OPTIONS

## 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, province, soil zone, census divisions, or census sub-divisions. 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.

## 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 1,000 pieces and must be at least 350 lines.

## AD SIZES

AD UNIT	NON BLEED DIMENSIONS		BLEED AD DIMENSIONS	
	LIVE AREA		TRIM	BLEED*
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## PUBLICATION SPECS

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

## 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 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.

### FALSE COVERS & GATEFOLDS AVAILABLE

Call for pricing and specs.

# 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.

## CONTACT INFO

### 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](http://vip.fbcpublishing.com)

### ADVERTISING CONTACT

#### Kevin Yaworsky

NATIONAL SALES & MARKETING

Phone: **250 869 5326**

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