



# Small Farm CANADA

*The Trusted Voice of Rural Canada!*

A **Farms.com**™ Company



**2022 MEDIA KIT**



## A TRUSTED NAME IN FARMING

Small Farm Canada is now a part of the **Farms.com Group**. The Farms.com Group is an innovative leader, offering integrated marketing solutions, digital and print, for advertisers who would like to connect with farm and rural property owners across Canada. Our sister print publications in Canada include **Ag Buyer's Guide**, **Better Farming** (Ontario & Prairies), and **Better Pork**. We also offer advertising opportunities in our Farms.com newsletters (Ontario and prairies).

## EDITORIAL MANDATE

To deliver award-winning quality articles that provide engaged and committed small-scale farmers and rural property owners with trusted information on farming, farming techniques, equipment, market gardening, small-scale livestock production, and market trends.

## GROWING THROUGH A STRONG CONNECTION TO CANADA'S AGRICULTURAL COMMUNITIES

Small Farm Canada continually expands and connects to its readership by reaching out to regional and national agricultural communities.

One of Small Farm Canada's greatest strengths is its writing team. Small Farm Canada has an excellent mix of regular features and contributors who are very knowledgeable in their field, such as master wrenchman Dan Kerr who answers readers questions about repair and maintenance of farm equipment or Helen Lammers-Helps who share articles about canning and preserving, as well as delicious recipes.

Each issue also features unique articles reflecting the passions and interests of the small farm community. Topics for articles are often suggested by our readers.



## AWARD WINNING JOURNALISM!



**SILVER AWARD, TECHNICAL FEATURE**  
2018 Canadian Farm Writers' Federation



**BRONZE AWARD, PRESS COLUMN**  
2018 Canadian Farm Writers' Federation



**SILVER AWARD, PRESS FEATURE**  
2014 Canadian Farm Writers' Federation



**GOLD AWARD, TECHNICAL FEATURE**  
2013 Canadian Farm Writers' Federation



**SILVER AWARD, PRESS COLUMN**  
2013 Canadian Farm Writers' Federation



**SILVER AWARD, PRESS COLUMN**  
2012 Canadian Farm Writers' Federation



**SILVER AWARD, PRESS EDITORIAL**  
2012 Canadian Farm Writers' Federation



**GOLD AWARD, PRESS EDITORIAL**  
2011 Canadian Farm Writers' Federation





**91% OF READERS RATED THE OVERALL MAGAZINE AS VERY GOOD OR EXCELLENT!**

91%

**TOTAL READERSHIP**  
(3.4 READERS PER COPY)

**40,800**

**PUBLISHED 6 TIMES A YEAR**  
**PRINTED COPIES: 12,000\***

**Distribution achieved through:**

- Paid Subscribers
- Feed & Farm Supply stores
- TSC Stores in Ontario & Manitoba
- Farm organizations and associations

\* Does not include magazine retail or farm shows and fairs.

## OUR READERS LOVE THE MAGAZINE CONTENT

- **92%** of subscribers think the articles are good or excellent
- **95%** of subscribers think the ease of reading is good or excellent
- **92%** of subscribers think the layout and design is good or excellent
- **91%** of subscribers think the Illustrations and Images are good or excellent
- **81%** said the magazine is just right amount of information
- Regular article features each get a minimum approval rating of **75%**

## OUR READERS ARE LOYAL AND ENGAGED

- **91%** rated the overall magazine as very good or excellent
- **88%** of subscribers feel engaged by the content
- **89%** of subscribers are exposed to new points of view or ways of thinking about things
- **86%** of subscribers want to know more about what they are reading
- **93%** of subscribers feel the magazine is relevant to small farming and the times we live in
- **89%** of readers read majority of the magazine

Statistics are based on Summer 2021 telephone and online survey of subscribers

Issued: Jan. 24, 2022

### TO QUOTE A READER, THEY LOVE "EVERYTHING", BUT WHAT DO THEY LIKE MOST ABOUT SMALL FARM CANADA?

THE FACT THAT IT IS:

- Practical
- Informative
- Relevant to Small Farming
- **Canadian Content** 🍁
- Easy to read

But there is always room for improvement, in 2022 we will focus more on vegetable gardening, **94%** of those surveyed said Vegetable Gardening is a topic of interest.



## INFLUENCERS

Survey respondents indicate that friends/colleagues seek farm advice/information from our subscribers a minimum of 1-4 times/year.

**47% OF SUBSCRIBERS HAVE HAD THEIR SUBSCRIPTION FOR MORE THAN 5 YEARS!**



**SUBSCRIBERS FROM COAST TO COAST**

Statistics are based on Summer 2021 telephone and online survey of subscribers

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## READER DEMOGRAPHICS

### GENDER

MALE	60%
FEMALE	40%

### HIGHEST LEVEL OF EDUCATION

COLLEGE DIPLOMA/SKILLED TRADE	24%
UNDERGRADUATE/GRADUATE DEGREE	28%
HIGH SCHOOL DEGREE	19%
UNDERGRADUATE DEGREE	18%
SOME COLLEGE EDUCATION	12%
POST GRADUATE DEGREE	10%

### GEOGRAPHIC BREAKDOWN

ONTARIO	44%
BRITISH COLUMBIA	18%
ALBERTA	14%
SASKATCHEWAN	7.4%
MANITOBA	5.5%
QUEBEC	3.6%
NOVA SCOTIA	3.2%
NEW BRUNSWICK	2.4%
PRINCE EDWARD ISLAND	1%
NEWFOUNDLAND	0.5%

**AN AMAZING SHELF LIFE**

**87%**

**OF SUBSCRIBERS EITHER KEEP THE MAGAZINE FOR FUTURE REFERENCE OR PASS IT TO A FRIEND.**





## 2022 PUBLISHING SCHEDULE

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	MAIL DATE
<b>JANUARY/FEBRUARY 2022</b>	DECEMBER 9, 2021	DECEMBER 16, 2021	JANUARY 2, 2022
<b>MARCH/APRIL 2022</b>	JANUARY 28, 2022	FEBRUARY 4, 2022	MARCH 4, 2022
<b>MAY/JUNE 2022</b>	APRIL 1, 2022	APRIL 8, 2022	APRIL 29, 2022
<b>JULY/AUGUST 2022</b>	MAY 27, 2022	JUNE 3, 2022	JULY 1, 2022
<b>SEPTEMBER/OCTOBER 2022</b>	JULY 29, 2022	AUGUST 5, 2022	AUGUST 26, 2022
<b>NOVEMBER/DECEMBER 2022</b>	OCTOBER 7, 2022	OCTOBER 14, 2022	NOVEMBER 4, 2022

## EDITORIAL CALENDAR

### **JANUARY/FEBRUARY 2022 | HATCHERY ISSUE**

Ideas are taking flight in Small Farm Canada’s hatchery issue with a directory and industry highlights. We also explore methods and products for livestock, poultry and on-farm pet safety and check in on the mood in the country with mental wellness tips from Dan Needles, and peace of mind strategies such as livestock guardians and physical barriers, crop supports and guards. Cheesemaking, winter woodlots and farm wear for warmth and mobility complete this issue’s line-up.

### **MARCH/APRIL 2022 | SPRING RENEWAL ISSUE**

Spring has sprung and for our readers it is go time, from heritage sheep herds to hives things are buzzing. With the spring run-off our reader’s thoughts also turn to managing a resource rich opportunity, the farm pond and we supply ideas for stocking, and pond health. From orchards to off-road equipment and personal protective equipment to roadside appeal, in this issue we discuss the small farm options and opportunities. We also take to the trees with a nursery and orchard update. Last in this issue, we don’t waste the opportunity to talk about septic bed planting strategies for success.

### **MAY/JUNE 2022 | WEED AND FEED ISSUE**

With summer approaching conservation and control is top of mind on Canada’s small farms. We explore wise usage and savings strategies for water, nutrients and energy including a powerful practical project. We look to early crops both foraged and farmed and then serve them up with a small farm recipe. Composting and bio-controls are also on the radar this issue including a look at composting toilets. We also take a look at dairy goats, farm tourism, and rural internet – is there a connection? We wrap up by ramping up for an on-farm vet visit.

### **JULY/AUGUST 2022 | EDUCATION AND REGENERATION ISSUE**

Our summer focus is good for the soul and soil, both with the potential for a better world. Better beef is also on the menu this issue and we ask: is animal play good for their health? Unique educational opportunities for farmers abound this issue with in-person, on-line, multi-disciplined, internships, mentorships, and more than imagined-ships from coast to coast, highlighted. We also learn whether on-farm electric equipment use is growing and then use them to build a roadside stand.

### **SEPTEMBER/OCTOBER 2022 | HARVESTING IDEAS ISSUE**

We are harvesting ideas from crops, contributors and contraptions in this issue, including exploration of the small farm silviculture opportunity. Helpful harvest tips include animal safety and chainsaw maintenance. Seasonal how to’s in the barn and farm kitchen include preservation, storage, and food crafts. We go hog-wild over hogs and beer with small farm business sector profiles.

### **NOVEMBER/DECEMBER 2022 | THE SEED ISSUE**

The seed issue gives food for thought for small farmers making big plans for spring planting with a directory, industry trends and insights for 2022. Bringing the farm to the city with backyard poultry and talk about bringing the farm to the city, we also explore the nutritious connection. Then we help our readers with the winter pivot, for tools, equipment and out-buildings, we talk snow removal and snow load. We end this issue and the year with thanks for farmers and the charitable nature of Canadian agriculture.



## DISPLAY ADVERTISING RATES

CREATIVE	1X RATE	3X RATE	6X RATE
FULL PAGE	\$3,245	\$3,130	\$2,950
2/3 PAGE	\$2,275	\$2,190	\$2,030
1/3 PAGE	\$1,190	\$1,130	\$1,030
1/2 PAGE	\$1,715	\$1,640	\$1,490
1/4 PAGE	\$875	\$835	\$780
1/6 PAGE	\$600	\$560	\$525
DPS	\$5,200	\$4,950	\$4,570
1/2 DPS	\$3,260	\$3,080	\$2,900

### COVER POSITIONS

IFC SPREAD	\$6,630	\$6,390	\$5,875
IFC	\$3,800	\$3,570	\$3,250
IBC	\$3,350	\$3,330	\$2,950
OBC	\$3,850	\$3,690	\$3,350

**MECHANICAL INFORMATION:**

Available on request.

**SPECIAL SECTIONS:**

Advertising rates available for inserts and polybagging. Please note, these items will only be sent to subscribers, not to newsstands and retail outlets.

**COMMISSIONS:**

15% agency commission to recognized advertising agencies if paid within 30 days of date of invoice.

All rates are for four colour ads. Prices are for camera-ready material and do not include tax or production. Add 15% for guaranteed position. Covers are non-cancellable.

Issued: Jan. 24, 2022

**GST AND HST:**

Rates do not include GST/HST.

**OVERDUE ACCOUNTS:**

Invoices are rendered at the first of the month of the publication date for each issue and are due within 30 days of invoice. 1.5% per month is charged on overdue accounts.



## ADVERTISING SPECIFICATIONS

Small Farm Canada publication trim size: 8.125"W X 10.875"H. Saddlestitched. Our production environment uses Adobe CS.



### FULL PAGE (BLEED)

8.125"W X 10.875"H

- add 0.125" bleed on all sides  
(8.375" x 11.125")  
- type safe area 7" x 10"



### FULL PAGE NON-BLEED

7"W X 10"H



### 2/3 PAGE

4.625"W X 10"H



### 1/2 PAGE

7"W X 4.875"H



### 1/4 PAGE

3.375"W x 4.875"H



### 1/3 PAGE SQUARE

4.625"W X 4.875"H



### 1/3 PAGE VERTICAL

2.25"W X 10"H



### 1/6 PAGE VERTICAL

2.25"W X 4.875"H



### 1/6 PAGE HORIZONTAL

4.625"W X 2.25"H

### IMAGES:

Please ensure that all photos are at least 200 dpi resolution. Optimum resolution is 300 dpi. Pictures from web pages are only 72 dpi and will not reproduce as well. When saving images from Photoshop please ensure the following:

- 1) Embed Colour Profile is unchecked;
- 2) Compression is set to NONE;
- 3) Colour settings should specify a dot gain of 20% with LIGHT black generation

### COLOUR:

Small Farm Canada is entirely four colour process. Ads using spot colours or pantone colours are converted to CMYK.

### FONTS:

All fonts must be embedded or converted to outlines.

Production charges may apply. Please speak to your sales rep.

### REGISTRATION:

For perfect registration follow these guidelines:

- Set any 100% black elements to overprint underlying colours.
- Never use black elements made from all 4 process colours. Your black type should be 100K only
- When using white type or graphics, do not make them small or too fine in detail. Avoid placing white elements on a multi-plate colour background.

### SENDING FILES FOR SMALL FARM CANADA

**Preferred advertising material is supplied as Adobe Acrobat PDF** using the preset PDF/X-1a. We can also accept ads in EPS, TIF, Adobe Illustrator, Adobe Photoshop formats.

**Send your ad files to your sales rep.** Files larger than 10mb should be sent by Dropbox link, Google Drive link, or wetransfer.com

**Labeling:** Label your file name with your company name, not ours. Email your sales rep if you are unsure about anything.

### CONTACT YOUR SALES REPRESENTATIVE

866.260.7985

Sales@SmallFarmCanada.ca

90 Woodlawn Rd W, Guelph, ON N1H 1B2

www.smallfarmcanada.ca | www.farms.com



## DIGITAL MARKETING OPPORTUNITIES

Not only does Small Farm Canada offer banner advertising through our online presence at [SmallFarmCanada.ca](http://SmallFarmCanada.ca), Small Farm Canada also distributes an opt-in monthly newsletter subscription that includes banner advertising opportunities.

## SPONSORSHIP OPPORTUNITIES AVAILABLE

Promotional email opportunities to the list are also possible, but out of respect to our readers, we limit the number of promotional emails we distribute. Small Farm Canada is engaged with its audience and is active on social media.

Of course, Small Farm Canada is now part of the Farms.com Group of Companies, so if you need to reach a broader farming audience, banner advertising opportunities online, in newsletters, through promotional emails, and through social media, also exist through [Farms.com](http://Farms.com). Be sure to chat with your sales rep.

BANNER AD ON WEBSITE	\$400/MONTH
BIG BOX AD IN NEWSLETTER	\$400
SPONSORED CONTENT IN NEWSLETTER	\$800
SPONSORED PROMO BLAST	\$1,800

## WEBINAR SPONSORSHIP

In 2022, Small Farm Canada will be offering free seasonal Small Farm Canada Webinars to our readers. Advertisers can sponsor the entire series, or just one webinar.

Webinar sponsorship is **\$550/webinar** and includes logo inclusion on banner ads promoting the event, as well as verbal sponsor recognition during the webinar. *This opportunity is only available to those who advertise in the print magazine.*

### CONTACT YOUR SALES REPRESENTATIVE

866.260.7985  
 Sales@SmallFarmCanada.ca  
 90 Woodlawn Rd W, Guelph, ON N1H 1B2  
[www.smallfarmcanada.ca](http://www.smallfarmcanada.ca) | [www.farms.com](http://www.farms.com)

## PRINT OPPORTUNITIES

The Farms.com Group of Companies also includes a variety of print opportunities in Canada, including:

### AG BUYER'S GUIDE

An Ontario-based buy-sell guide, 60,000 copies are published each month. Every farmer in Ontario receives a copy via Canada Post.

### ALBERTA SEED GUIDE

Alberta Seed Guide is published twice a year and is the go-to source of variety and performance information, reaching over 50,000 farmers.

### BETTER FARMING

The largest editorial agriculture magazine in Canada, Better Farming has a proud tradition of editorial excellence and is distributed to 39,000 commercial farms in Ontario, and 49,000 farms in Manitoba, Saskatchewan, and Alberta.

### BETTER PORK

Better Pork reaches swine producers across Canada and is the voice of the Canadian swine industry.

### SPUD SMART

Spud Smart is a Canadian magazine dedicated to the potato industry from coast to coast, which provides timely information on all aspects of the potato industry from seed to processing to markets.



Alberta Seed Guide



SPUDsmart