



# Small Farm CANADA

*There's a small farm on every farm!*

## A TRUSTED NAME IN FARMING

**Small Farm Canada** is the established voice in Canadian agriculture...informing, entertaining, inspiring and challenging small farmers and rural property owners across Canada.

In 2021, **Small Farm Canada** joined with another trusted Canadian brand: **Farms.com**. The Farms.com Group of companies is a leader in digital, and offers a variety of marketing solutions in Canada, including **Ag Buyer's Guide, Better Farming, Better Pork.**

## 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

## CLASSIFIED ADVERTISING RATES

**TEXT ONLY AD** 20 words plus contact info (address, phone, email).

**DISPLAY AD** 2.25" wide x 3" high, full colour photo or logo

TYPE	1X RATE	2X RATE	3X RATE	6X RATE
TEXT ONLY	\$99	\$178	\$237	\$459
DISPLAY ONLY	\$222	\$425	\$605	\$1,145

Text only options will also appear on Farms.com classified pages for 60 days.

## 2024 PUBLISHING SCHEDULE

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
JANUARY/FEBRUARY	DECEMBER 8, 2023	DECEMBER 15, 2023
MARCH/APRIL	FEBRUARY 7, 2024	FEBRUARY 14, 2024
MAY/JUNE	APRIL 12, 2024	APRIL 19, 2024
JULY/AUGUST	JUNE 7, 2024	JUNE 14, 2024
SEPTEMBER/OCTOBER	AUGUST 9, 2024	AUGUST 16, 2024
NOVEMBER/DECEMBER	OCTOBER 11, 2024	OCTOBER 18, 2024

866-260-7985 x255 [classifieds@smallfarmcanada.ca](mailto:classifieds@smallfarmcanada.ca)

## CLASSIFIED AD ORDER FORM

Text for 20-word Ad (\$2.50 for each additional word):

☐ 1x rate \$99 + applicable provincial taxes = \_\_\_\_\_

☐ 2x rate \$178 + applicable provincial taxes = \_\_\_\_\_

☐ 3x rate \$237 + applicable provincial taxes = \_\_\_\_\_

☐ 6x rate \$459 + applicable provincial taxes = \_\_\_\_\_

**TOTAL PAYMENT**

\*All one-time or text ads must be prepaid.

**1 MAIL** Complete form and mail with ad text and payment to:  
**Small Farm Canada**  
 90 Woodlawn Road, W.  
 Guelph, ON N1H 1B2

**2 CALL** Call us at 866-260-7985 x255

**3 EMAIL** Email ad order with text and billing information to:  
[classifieds@smallfarmcanada.ca](mailto:classifieds@smallfarmcanada.ca)

Name \_\_\_\_\_

Farm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_

Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Visa/MasterCard # \_\_\_\_\_

Expiry date (mm/yy) \_\_\_\_\_ Cheque attached ☐

Signature \_\_\_\_\_