SmallFarm CANADA

2019

MEDIA KIT

Successfully delivering your marketing message to Canadian Farmers, Rural Property Owners and Agricultural Groups for 15 Years!

WINNER OF 9 GOLD AWARDS!

9 GOLD MEDALS

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.

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.

Award winning journalism!

- 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
- Gold Award, Technical Feature
  2009 Canadian Farm Writers' Federation
- Gold Award, Technical Feature
  2007 Canadian Farm Writers' Federation
- Gold Award, Press Feature
  2006 Canadian Farm Writers' Federation
- Gold Award, Technical Feature
  2006 Canadian Farm Writers' Federation
- Gold Award, Monthly Press Reporting
  2005 Canadian Farm Writers' Federation
- Gold Award, Press Editorial
  Canadian Farm Writers' Federation
- Gold Award, How-to Category
  2005 National Magazine Awards

22 Awards in 15 years and counting

Growing through a Strong Connection to Canada's Agricultural Communities

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

The *Rural Professional Program* puts the publication into select rural veterinarian, doctor and medical offices across the country.

The *Non-Profit Partnership Program* enables organizations to include Small Farm Canada in welcome packages at their major events, conferences and workshops.

Loyal Readers:
An astonishing **90%** have been Small Farm Canada readers for over 3 years!

Published 6 times a year

TOTAL READERSHIP 67,320
(3.4 readers per copy)

UP 11% in 1 Year!

National Paid Circulation/Distribution: 19,800

Distribution achieved through:

- Paid Subscribers - 70% of Circulation
- Feed and Farm Supply Stores
- TSC Stores in Ontario and Manitoba
- Farm organizations and associations
- Farm Shows and Agricultural Fairs

Bonus Distribution

1000's Of Extra Copies

- **Rural Professional Program** Every issue is mailed to a select list of rural veterinarians, doctors and medical professionals. Each copy is read by 70+ people!
- **Non-Profit Partnership (NPP) Program** Regional & National Organizations include SFC in welcome packages at their major events, conferences and workshops through a unique partnership program. 1,000's of extra copies are distributed from issue to issue .. and growing!

Geographic Breakdown

	% Distribution
Atlantic Provinces (NB NL NS PE)	8.3%
Province of Quebec	3.1%
Ontario	42.9%
Manitoba	5.3%
Saskatchewan	8.0%
Alberta	13.8%
British Columbia	16.3%
Nunavut NWT Yukon	0.4%
USA/Other	1.9%
Total	**100%**

Statistics are based on regular readership and can vary with regional bonus distributions for different issues. Contact Small Farm Canada for more information

Reader Profile (% of total readership)

Male: 67.9
Female: 30.1
Reader Age:
25-49 years: 34.2
50-64 years: 41.9
Highest level of education achieved:
High School: 18.2
Skilled Trade/College Diploma: 33.4
Undergraduate/Graduate Degree: 48.4
Household income:
$50,000-$75,000: 21.4
$75,000+: 21.6
$100,000+: 27.2

Source: 2017 Small Farm Canada Reader Survey

Small Farm operators in Canada...

- account for almost half the farms in Canada
- 1 in 8 are direct marketing to consumers
- spend over $3 billion/year on farm-related expenses
- have an average household income of over $96,000/year

Source: Statistics Canada 2016 Census of Agriculture

Small Farm Canada readers...

- Median farm size is 50 acres
- 78% have farmed for 6+ years
- 54% intending to purchase a farm in the future want to buy <100 acres

Source: 2017 Small Farm Canada Reader Survey

2019 Publishing Schedule

Issue	Booking Deadline	Material Deadline	Mail Date
Jan/Feb 2019	Nov 22/18	Nov 29/18	Dec 18/18
Mar/April 2019	Jan 25/19	Feb 1/19	Feb 20/19
May/June 2019	Mar 22/19	Mar 29/19	Apr. 22/19
July/Aug 2019	May 23/19	June 4/19	June 20/19
Sept/Oct 2019	July 26/19	Aug 2/19	Aug 21/19
Nov/Dec 2019	Sept 23/19	Sept 27/19	Oct 22/19

Small Farm Canada magazine influences readers to take action

As a result of reading the magazine. . .

41% of readers were influenced to make a purchasing decision

Small Farm Canada readers are influencers.

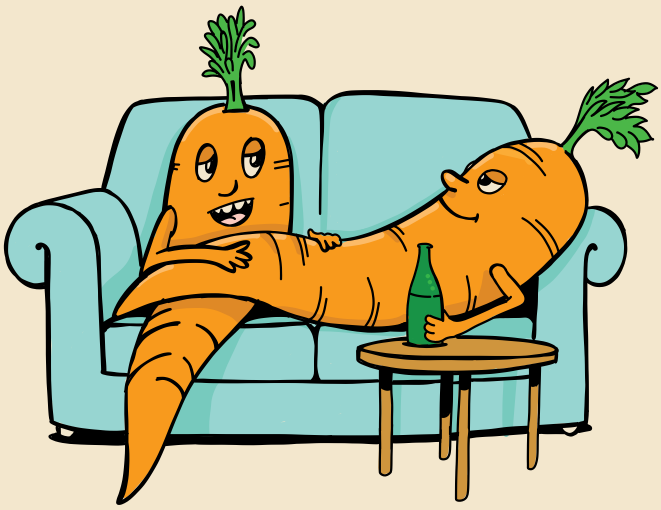
- 60% of readers are asked for advice on farming 1-4 X a month
- 46% of readers report being asked for advice/information on farm-related purchases by other farmers at least once a month

Source: 2017 Small Farm Canada Reader Survey

An Amazing Shelf Life ...

- **65% of our readers keep SFC as a Reference**
- **25% Pass SFC on to Friends**

Small Farm Canada Never Grows Old!



61% of readers are interested in Ongoing Learning & Education

65% see the magazine as good Reference material

Source: 2017 Small Farm Canada Reader Survey

Small Farm Canada magazine readers intend to purchase the following during the next 12 months: (% of total readership)

Seeds	61.8%	Livestock Feed	45.2%
Pick up Trucks	11.9%	Fertilizer/Chemical	30.9%
Tractors	13.7%	Irrigation Equipment	15.5%
Tractor Implements	15.6%	Fencing	33.1%
Shelters/Buildings	15.1%	Educational Courses/ Conferences	61%
Livestock/Poultry	41.1%		

EDITORIAL CALENDAR

Jan/Feb 2019

Vegetable Variety Trials: The latest results from *Small Farm Canada*'s own research into what grows best, and where.

Mar/April 2019

Equipment: Master wrenchman Dan Kerr answers readers toughest questions about repair and maintenance of farm equipment.

May/June 2019

Poultry: Poultry columnist Amy Hogue keeps readers abreast on the latest research and trends in poultry.

July/Aug 2019

Ag Education Special:
Canada's foremost guide to great education courses, trade shows and conferences.

Sept/Oct 2019

Dan Needles: The latest installment from Canada's favorite country life columnist.

Nov/Dec 2019

Annual Seed Buyer's Guide: The best and most thorough listing of seed sources for small farmers and gardeners.

SmallFarm CANADA

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