

REACHING OVER 25,000 OF CANADA'S SMARTEST FARMERS



agadvance

HELPING PRODUCERS GROW PROFITS



MEDIA KIT 2015/2016

Our readership is driven by the content of our journal.

WELCOME TO THE AGADVANCE JOURNAL AND AGADVANCE.COM,

where the industry's top growers come for the information, expert analysis and in-depth coverage of the issues and trends that influence agriculture, and impact their farm businesses.

Our readers include the industry's most successful farmers — as well as the agriculture coaches, consultants and experts who advise them.

Aligning yourself with AgAdvance puts your message in front of these savvy business strategists who have achieved success, and want more. They're the early adopters who understand the potential rewards of calculated risk; they're independent thinkers who make it their business to stay on top of the industry's latest technologies and innovations.

RATE CARD

	1x	2x	3x	4x
<i>Agri-Torial</i>	\$3500	\$3250	\$3000	\$2750
<i>Premium Full Page Ad</i>	\$4500	\$4250	\$4000	\$3750
<i>Full Page Ad</i>	\$4000	\$3750	\$3500	\$3250
<i>Two Third Page Ad</i>	\$3200	\$3000	\$2800	\$2600
<i>Half Page Ad</i>	\$2675	\$2500	\$2350	\$2175
<i>One Third Page Ad</i>	\$1900	\$1775	\$1675	\$1550
<i>Double Page Spread</i>	\$7500	\$7250	\$6950	\$6500

- *Premium special positions include IFC, IBC and OBC.*
- *Inserts and specialty advertising is available upon request.*



OUR READERS

According to a 2014 Readex Reader Survey:

- 43% grow crops and 26 percent have crops and livestock mixed operation;
- 90% grow cereals, 82% grow oilseeds, 47% grow pulse crops
- 31% of readers logged \$1 million to \$5 million in total farm revenues in 2013
- In the last 12 months, after reading AgAdvance, 52% of readers discussed an item with others, 80% visited a website or sought further information on a topic, and 32% passed information along to others.
- Of all surveyed, 44 percent said they formed or changed an opinion, or used/modified an idea.
- The typical subscriber has read or looked through all four of the last four issues of the magazine, and over 70% read or looked through three of the last four issues
- Also — All Hutterite colonies in Canada receive two copies of the AgAdvance Journal

OUR REACH

AgAdvance reaches over 26,000 decision-makers each issue, and that number is consistently growing.

This includes:

- 9,000 copies mailed out in Alberta
- 6,200 copies mailed out in Saskatchewan
- 3,400 copies mailed out in Manitoba
- remainder sent to subscribers in Ontario, B.C. and the United States.
- 750 copies are distributed at participating crop input and farm equipment retailers.
- Trade show circulation includes (not limited to): Farm Forum Event, CropLife Conference, Regina's Agribition, Crop Production Show in Saskatoon, Manitoba Ag Days, FarmTech in Edmonton, CAAR Conference, Precision Ag Conference and the Western Canadian Farm Progress Show.

PUBLICATION SCHEDULE

Issue Date:	Issue Theme:	Booking Deadline:	Creative Deadline:
June 2015	The Innovation Issue	May 19	May 26
September 2015	The Harvest Issue	August 18	August 25
November 2015	The Biotech Issue	October 15	October 20
March 2016	The Seed Issue	February 17	February 20
June 2016	The Innovation Issue	May 19	May 26
September 2016	The Harvest Issue	August 18	August 25
November 2016	TBA	October 15	October 20

AD SPECIFICATIONS

WHAT IS AN AGRITORIAL?

The key feature is an opportunity for industry contributors to provide more technical information than would otherwise be conveyed in a display ad. The following specifications can be used when supplying Agritorial files to the AgAdvance.

TEXT DOCUMENTS

Preferred format:

Microsoft Word document

Word Count:

400 min – 675 max words

PHOTOS

File format: TIFF, JPEG, PSD

Photo resolution: 300 DPI

LOGO AND GRAPHIC FILES

Preferred format:

Adobe Illustrator .AI, .EPS

(Vector files produce the best quality)

DON'T HAVE AN ARTICLE?

AgAdvance can supply an experienced journalist to write your Agritorial. Contact your advertising representative to discuss this option, and associated fees.

DISPLAY AD SPECIFICATIONS

MECHANICAL REQUIREMENTS:

Preferred: High resolution (300 DPI)

Print ready PDF

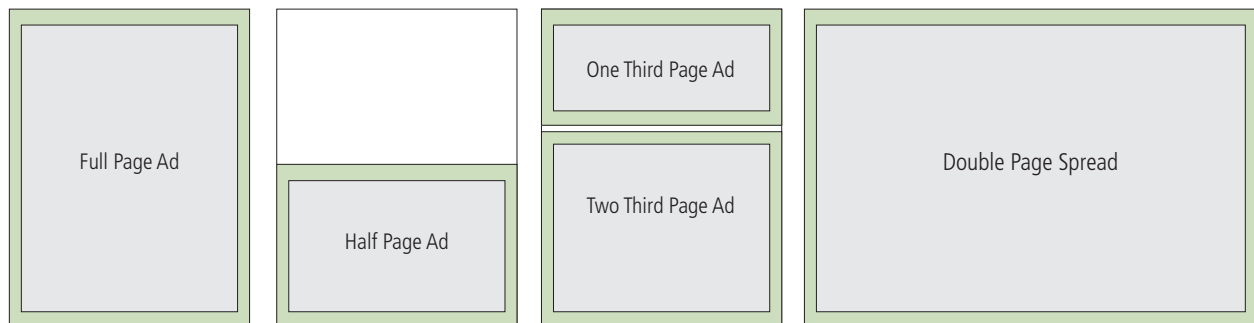
File format: Adobe Illustrator,

Adobe EPS, TIFF, PSD, InDesign

Photo resolution: 300 DPI

Working Files: Include fonts (Mac) and all images

	Bleed	Trim	Live
Full Page Ad	8.5 x 11	8.25 x 10.75	7.5 x 10
Half Page Ad	8.5 x 5.5	8.25 x 5.375	7.5 x 4.625
One Third Page Ad	8.5 x 3.75	8.25 x 3.5	7.5 x 2.75
Two Third Page Ad	8.5 x 7.375	8.25 x 7.125	7.5 x 6.375
Double Page Spread	17 x 11	16.5 x 10.75	15 x 10



Live text area

Outside live text area 0.375 inches from all sides

Bleed – 0.125 inches on all sides

AD FILE SUBMISSIONS:

FTP Access: ftp.agadvance.com

Username: ftp-guest

Password: AgAdv!2015

Folder Name: Media PICKUP

CONTACT INFORMATION

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