

Land where people will see you!

Farming Smarter Magazine



2023 Rate card & Advertising Details

The Farming Smarter Magazine is the official publication of Farming Smarter Association, delivered to 10,000 households and read by innovative farmers & industry professionals. It is a trusted source for regional adaptation of profitable and resilient crops, cropping systems and agronomic practices. Advertising with us builds your brand awareness, resulting in sales.

Farming Smarter exists to drive agriculture innovation at the farm level. We invite anyone interested in agriculture innovation to work with us and together we can change the way people farm.

Over 10,000 copies distributed via Alberta Farmer Express

- Advertisers will appear in one of our monthly eNews mailouts with a banner ad linked to a URL of their choice with purchase of a Half Page ad or larger
- 53% of our 2,129 enews subscribers rate as often engaged and we have an above average industry open rate (34%)
- Our demographics include farmers, agronomists, industry representatives and government

Ad Sizes	Non-Bleed Dimensions	Bleed Ad Dimensions	1 issue	2 issues	Bonus Banner ad in Farming Smarter eNews
Inside Front Inside/ outside back page	7.25 x 10	8.625 x 11.25	\$1510	\$2960	✓
Two-page spread	15.37 x 10	16.75 x 11.25	\$2850	\$5400	✓
Full page	7.25 x 10	8.625 x 11.25	\$1450	\$2842	✓
1/2 page vertical	3.5 x 10	4.125 x 11.25	\$845	\$1656	✓
1/2 page horizontal	7.25 x 5	8.625 x 5.75	\$845	\$1656	✓
1/4 page	3.5 x 5	NA	\$615	\$1205	
1/8 page	3.25 x 2.5	NA	\$375	\$735	

Magazine Trim Size: 8.125" x 10.75" • Ad sizes shown in inches width x height
 • A minimum of .25" of bleed is required outside of trim size for bleed ads • Rates are Net

Digital Artwork Specifications

Security Margin: Please keep all type inset .25" from trim dimensions.

Printing Specifications: Heat set web. Line screen: 150. Dot gain: 20%.

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.

Electronic Material: Electronic files 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 300 dpi. Color ads must have CMYK, RGB images are not acceptable. Files must be sent electronically by e-mail to ads@fbcpublishing.com OR uploaded by ftp to [vip.fbcpublishing.com](ftp://vip.fbcpublishing.com)

Send Ad Materials To:

Ad Services Co-ordinator
ads@fbcpublishing.com



Mailing:
Farming Smarter
C/O Glacier FarmMedia
1666 Dublin Avenue,
Winnipeg, MB R3H 0H1



Phone: **204.944.5765**
Fax: **204.944.5562**

FTP: <http://vip.fbcpublishing.com>

Advertising Contact

Claudette Lacombe

Phone: **403-317-0022**

Cell: **403-915-6046**

Email: claudette@farmingsmarter.com

Issue Dates & Deadlines

March 20th Edition:

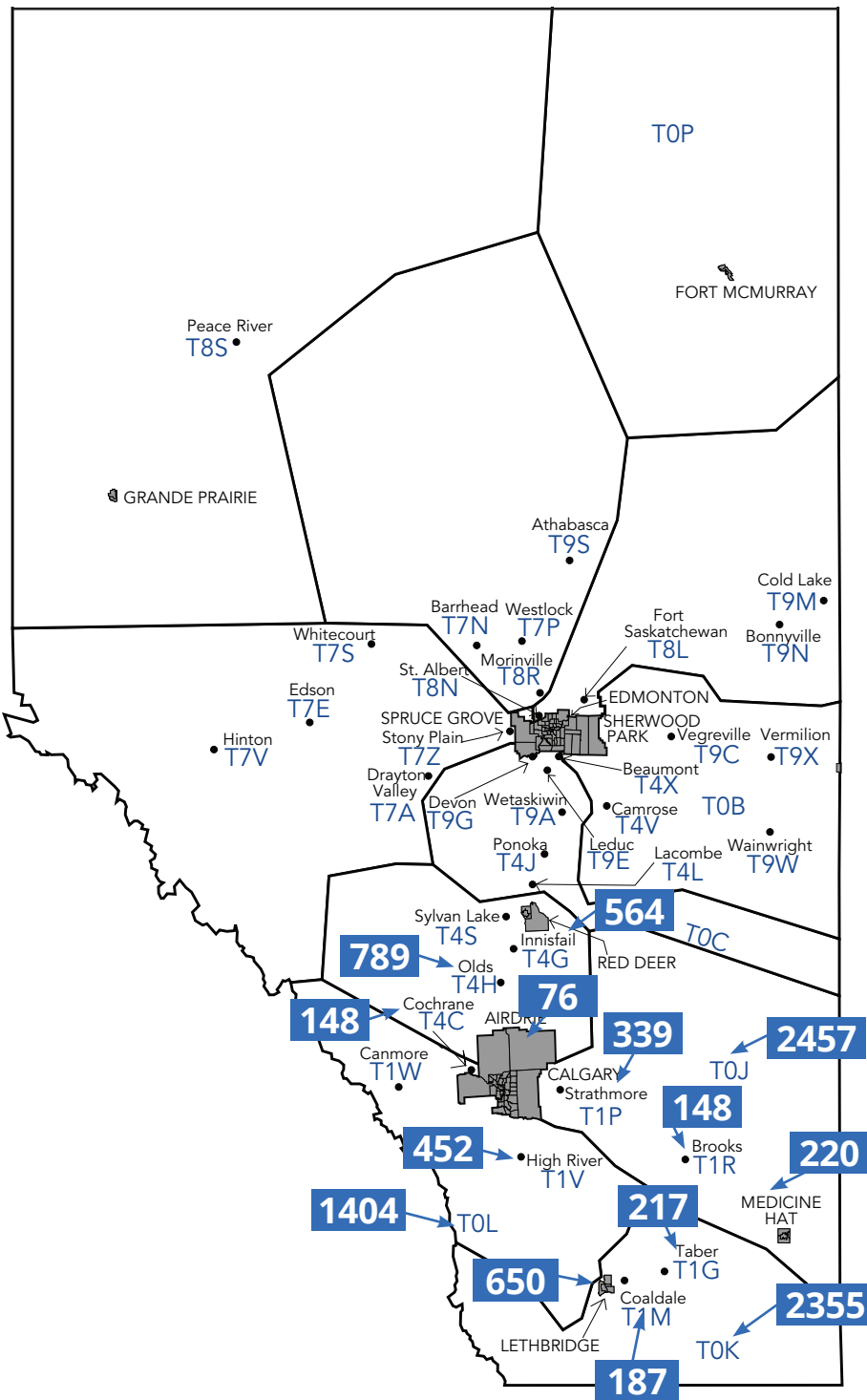
Space/Material Deadline: February 10, 2023

October 30th Edition:

Space/Material Deadline: September 29, 2023



Distribution



All of T0J	2,457
All of T0K	2,355
All of T0L	1,404
Brooks T1V	148
Calgary T4G	76
Coaldale	187
Cochrane	148
High River T1V	452
Lethbridge	650
Medicine Hat	220
Strathmore T1P	339
Taber T1G	217
Okotoks T1S	126
Olds T4H	789
Innisfail T4G	564
TOTAL	10,132