

ALBERTA'S WHEAT AND BARLEY INFORMATION SOURCE

Publishing Schedule 2018

GrainsWest is the official magazine of Alberta Barley and the Alberta Wheat Commission. Distributed four times per year to our members—Alberta's barley and wheat producers—*GrainsWest* is the go-to-source for the latest in research and innovation. Our publication is trusted by our farmer members, researchers, government partners, agrologists and community leaders throughout Alberta—one of Canada's largest grain producing provinces.

Armed with the mandate of connecting farmers, food and ideas, *GrainsWest* gives in-depth perspective on some of the most important topics in agriculture. These include on-farm practices, policy issues, grain science news and columns on everything from market outlooks to going high-tech in the field.

We invite you to partner with *GrainsWest* as we share Alberta's agriculture story.



JANUARY 2018

Focus on Production

Advertising Closing Date
Nov. 20, 2017.

MARCH 2018

Focus on Planting

Advertising Closing Date
Jan. 22, 2018.

JULY 2018

Focus on Consumers

Advertising Closing Date
May 25, 2018.

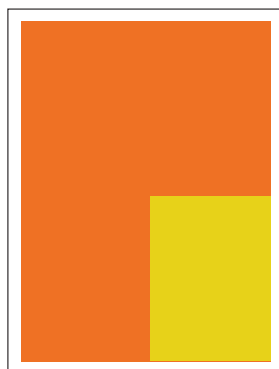
* This issue goes to members, consumers and trade shows

OCTOBER 2018

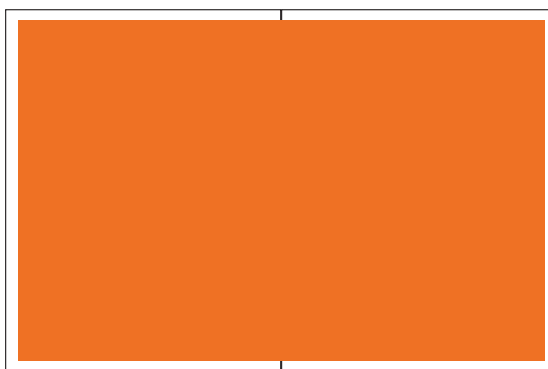
Focus on Harvest

Advertising Closing Date
Aug. 24, 2018.

ADVERTISING DIMENSIONS (INCHES)

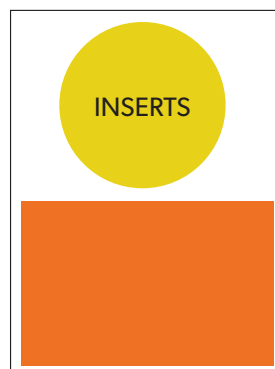


- Full Page
8.25" x 10.75"
With bleed:
8.5" x 11"
- 1/4 Page
3.625" x 4.875"



- Double Page Spread
16.5" x 10.75"
With bleed:
16.75" x 11"

- Please contact
Tommy Wilson for details
and quotes regarding in-
serts and custom printing.



- 1/2 Page Horiz.
7.25" x 4.875"



- 2/3 Page Vert.
4.775" x 9.75"

CIRCULATION

GrainsWest has a total circulation of approx. 22,000 and is distributed via Canada Post.

Approximately 95 per cent of the circulation is within Alberta, with the remainder going to neighbouring provinces, select United States and overseas markets. The consumer focused issue will be overprinted and distributed at events and tradeshow throughout the year.



**Alberta
Barley**

Advertising inquiries should be forwarded to: Tommy Wilson / twilson@grainswest.com / 403.219.6265



RATE CARD

2018 Publishing Schedule

PRINT ADVERTISING RATES

UNIT	x1	x2	x3	x4
Back Cover	\$4,700	\$4,500	\$4,300	\$4,000
Inside Back Cover	\$4,300	\$4,100	\$3,900	\$3,600
Inside Front Cover	\$4,300	\$4,300	\$4,100	\$3,800
Double Page Spread	\$7,600	\$7,350	\$7,150	\$6,750
Full Page	\$3,850	\$3,650	\$3,450	\$3,100
1/2 Page Horizontal	\$2,300	\$2,200	\$2,100	\$1,900
2/3 Page	\$2,900	\$2,700	\$2,500	\$2,200
1/4 Page	\$1,350	\$1,300	\$1,250	\$1,100

Cancellations: No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charges.

Advertising Content: All copy subject to the approval of the publishers who reserve the right to reject, discontinue or omit any advertisement, or cancel any advertising contract, without penalty to either party.

PRINT ARTWORK REQUIREMENTS

Ads may be uploaded to our FTP site, or sent by email.

SIZE: All advertising must be supplied at 100 per cent of the allotted size. If material is not supplied at the exact ad size, we reserve the right to float other material into any remaining space or scale the ad to fit. *GrainsWest* is not responsible for any loss of quality as a result of scaling.

FORMAT: Electronic files should arrive in press-ready Acrobat PDF format. When saving the file in PDF format, please embed all fonts. Our graphics programs are Illustrator, Photoshop and InDesign.

RESOLUTION: 300 dpi at 100 per cent. **COLOUR:** All ads are 4 colour process (CMYK); blacks must be 100 per cent black only. RGB images are not acceptable. *GrainsWest* is printed in full colour; however, we will accept greyscale ads.

PLEASE NOTE: We do not accept ads in Microsoft Word or Publisher format. All files will be reviewed to ensure they meet pre-press standards. Clients will be contacted regarding any modifications required.

PRINT ADVERTISING SUBMISSION AND DEADLINES

Prepared advertisements are to be digitally submitted as per the publishing schedule. File format should be high resolution PDF for ads; EPS formatting is suitable for logos and other graphics. Ads may be uploaded to our FTP site or provided by email.

CANCELLATIONS: No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charges.

ADVERTISING CONTENT: All copy subject to the approval of the publisher who reserves the right to reject, discontinue or omit any advertisement, or cancel any advertising contract, without penalty to either party.

WEB ADVERTISING RATES

728 x 90 px

300 x 250 px

TWO SIZES AVAILABLE

ACCEPTED FILE FORMATS

.JPG or .PNG or .SWF
File size: Under 40KB

Metrics for grainswest.com are available upon request.

Five-day lead time is required on all digital advertisements.

HORIZONTAL LEADERBOARD BANNER (728 x 90 px)

\$1,200/year or \$120/month *3 month minimum purchase

BOX BANNER (300 x 250 px)

\$900/year or \$90/month *3 month minimum purchase



Alberta
Barley

Advertising inquiries should be forwarded to: Tommy Wilson / twilson@grainswest.com / 403.219.6265



GrainsWest is the go-to source for western Canadian grain farmers looking for a fresh perspective on farm life in Canada. Make us your trusted source for reaching your target audience. From both regional and global perspectives, GrainsWest produces long-form and news pieces about the Canada's position in the global marketplace. We are storytellers, reporters, communicators and artists. The award winning GrainsWest magazine is a joint partnership between Alberta Barley and the Alberta Wheat Commission, backed by the support of Alberta's grain farmers.

WE ARE NOT YOUR GRANDFATHER'S FARM MAGAZINE

QUICK HITS

- Qualified mailing list of over 20,000 Alberta Producers
- Direct mailbox access to specific producers, purchasers and farm managers
- Industry-specific publishing schedule that coincides with Alberta's growing season
- The resources and contacts of Alberta Barley and the Alberta Wheat Commission at our disposal
- Access to industry specific, farmer attended events such as: FarmTech, Agri Trade and crop specific regional commission meetings

AUDIENCE PROFILE

(2016) Acreage for wheat	6,165,746
(2016) Acreage for barley	3,413,856
Compononet of cropland (%) 2016	83.2%
Younger farmers and women are making up a larger share of farm operators.	
Average age of farm operators	55.7
Total number of farms	40,638

*Source: Alberta Provincial Trend, statcan as of 2016

OUR FARMERS...

- Are early adopters of new technologies
- Are business and market savvy
- Are relationship builders
- Are stewards of the land
- Have strong connections to their roots. They value time spent with friends and family.
- Will spend on quality, but are generally not frivolous with their money.
- Are not digital natives like their children's generation. They value hard copies of reading material.
- Prefer to be presented with facts and details allowing them to come to their own conclusions.

ADVERTISE WITH US

Target readers of Western Canada's premier grains focused magazine and its companion website grainswest.com.

MAIL WITH US

Package your promotional materials alongside GrainsWest using our verified and industry administered mailing list.

GRAINSWEST IS SERIOUS BUSINESS

Leading agriculture companies such as Bayer CropScience, DOW, Syngenta, Nufarm, SeCan, FCC, Viterra and Crop Production Services all use space in GrainsWest to grow their business and strengthen their connection to producers.

OUR VISION

Every issue we include a compelling cover story, an insert highlighting valuable commission communications, technical features, news stories and the latest in fields of science and technology as well as markets, agronomy and education.

OUR
READERS HAVE
A STRONG
SENSE OF
BRAND
RECOGNITION

BRAND
LOYALTY
PLAYS A LARGE
PART IN
PURCHASING
DECISIONS



**Alberta
Barley**

Advertising inquiries should be forwarded to: Tommy Wilson / twilson@grainswest.com / 403.219.6265

