



# Farming Smarter Magazine 2024

## Target Your Ads!

Farming Smarter, under a partnership with Glacier Farm Media, produces two Trade Publication issues each year with an article collection that addresses topics of interest to an agriculture audience.

Innovative farmers & industry professionals read it as a trusted source

for regional adaptation of profitable and resilient crops, cropping systems and agronomic practices.

Advertising sales cover the production costs of freelance writers, production, printing, and distribution.

"The magazine has great articles about crop production research in Southern Alberta. Even the ones that don't pertain directly to my farm are interesting to read."

**Will Van Roessel,**  
*Specialty Seeds Ltd.,  
Bow Island, AB*

"I receive many agricultural publications but my time to read them is extremely limited. I do however read every Farming Smarter magazine cover to cover given the local practical content!"

**Ryan Mercer,**  
*Mercer Seeds Ltd  
Lethbridge County, AB*

"I enjoy the magazine. I find it informative and adaptive to today and future farming practices."

**Adrian Moens,**  
*AJM Seeds, Coalhurst, AB*

### Distribution: Over 10,000 copies distributed via Alberta Farmer Express

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	Innisfail T4G - 564
High River T1V - 452	Lethbridge - 650	Medicine Hat - 220	Strathmore T1P - 339
Taber T1G - 227	Okotoks T1S - 126	Olds T4H - 789	<b>TOTAL - 10,132</b>

**BONUS** → Purchase a half page ad or larger and appear in your choice of our monthly eNews mailouts with a banner ad linked to a URL of your choice

- 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

## Premium Placements

According to Media Space Solutions, "A magazine actually has four covers: the front, inside front (IFC), the inside back (IBC), and the back (BC). The back cover is the most coveted in the magazine, followed by the two inside covers." Advertisers that buy a premium placement always have first right of refusal for the following edition.

Ad Sizes	Non-Bleed Dimensions	Bleed Ad Dimensions	1 issue	2'fer DEAL!	Bonus eNews Banner
Inside Front Inside Back Outside Back	7.00 x 10	8.625 x 11.25	\$1510	\$2900	✓
2 Page Spread	15.125. x 10	16.75 x 11.25	\$2850	\$5300	✓
Full Page	7.10 x 10	8.625 x 11.25	\$1450	\$2800	✓
1/2 Page Vert.	3.375 x 10	4.375 x 11.25	\$845	\$1650	✓
1/2 Page Horiz.	7 x 5	8.625 x 5.9	\$845	\$1650	✓
1/4 Page	3.375 x 4.75	NA	\$615	\$1200	

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

### Send Ad Materials To:

Ad Services Co-ordinator  
[ads@fbcpublishing.com](mailto: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: **403-359-4471**

Email: [claudette@farmingsmarter.com](mailto:claudette@farmingsmarter.com)

## 2024 Issue Dates & Deadlines

**April 1 Edition:**

Space/Material Deadline: Feb. 23, 2024

**October 28 Edition:**

Space/Material Deadline: Sept. 20, 2024