

CountryGuide

STRATEGIC. BUSINESS. THINKING.

2020/2021

MEDIA KIT





FOR THE NEW GENERATION OF FARMERS — AND THE NEXT

A farm business is like any other — your immediate thoughts are about the jobs you have to do today.

But to stay in business, you need to think beyond tomorrow. You need to think about new ways to make your business grow and prosper. Since most farm businesses are run by the family, there's also the planning for one generation to retire comfortably while allowing the new one to take over and build for the future.

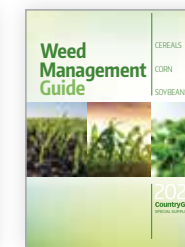
Country Guide is for farmers who are thinking beyond today to how they can position their farm businesses for success in the future. This magazine is your way to connect with the farmers of tomorrow.

In each Country Guide you'll find:

- **Planning.** Today's farmers need management skills — managing finances, managing employees, managing their marketing and managing the direction of the farm. Country Guide talks to those who are managing successfully, and to the professional advisers who can help.

- **People.** Whether it's succeeding in traditional commodity agriculture, diversifying into value-added processing, or taking over the farm from their parents, there's one common element — the people who do it. Country Guide features profiles on how farmers young and old are changing, evolving, envisioning and making their operation a success.
- **Production.** Country Guide is published in eastern and western editions to reflect the differences in producing crops across such a large country. In all our production articles, we take the "Strategic. Business. Thinking" approach of our tagline, looking at how to apply the latest and best in production management and technology.

If you're thinking about tomorrow in your business, Country Guide is your vehicle for staying in touch with farmers who are thinking about tomorrow in theirs. As Canada's longest-running farm publication, we know about maintaining a long relationship with our readers. To be part of that relationship, be part of Country Guide.



2020/2021 MEDIA KIT

CountryGuide
STRATEGIC. BUSINESS. THINKING.



LOCAL VOICES



TOM BUTTON *Editor*

Country Guide editor Tom Button leads our editorial team producing Canada's national business magazine for farmers with its insightful coverage of management and cropping issues. Tom has an extensive background in agricultural publications and has also had a successful career in marketing and corporate relations roles with leading Canadian agricultural agencies. Now based in Ridgetown, Ont., Tom has also advised numerous agri-industry, farm organization and government groups, and speaks and writes frequently on the future of agriculture.



RALPH PEARCE *Production Editor*

Ralph Pearce is a 30-year media veteran with credits in radio and community newspapers, and a national reputation for his reporting and editorial work on agricultural cropping and production issues in Eastern and Western Canada. Based at St. Marys, Ontario, Ralph joined the staff at Country Guide as a contributing editor and is now production editor, where he uses his in-depth knowledge of crop issues and his extensive network of farm, company and government contacts to produce award-winning coverage.

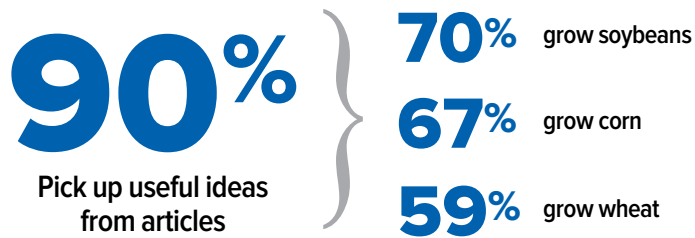


LORRAINE STEVENSON *Associate Editor*

Based in Carmen, MB, associate editor Lorraine Stevenson is known nationally for her expertise in agricultural and rural business issues and for her exceptional feature and news writing skills. Prior to joining Country Guide, where she is our lead writer on farm business and rural community issues, Lorraine developed her ag connections at Manitoba Co-operator, where she also wrote on food, health and conservation. Lorraine previously wrote for newspapers in Manitoba's Interlake and in Winnipeg, and she has degrees from University of Winnipeg and University of King's College in Halifax.

READERSHIP

Here's what our readers say in the East:

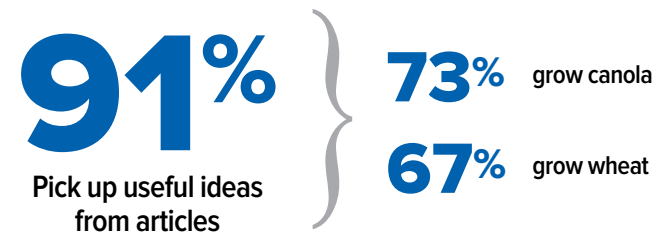
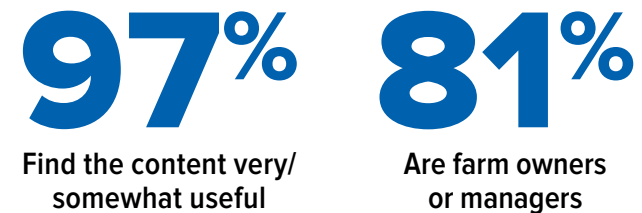


#1 Rankings:

When compared to four other Ontario farm publications and four other western publications, Country Guide receives the highest ratings for the following statements:

- Gives me excellent business management information
- Brings me opinions and perspectives that help me think about my farm from a business perspective
- Contains credible information
- Contains independent and unbiased information
- Journalists writing for this publication are extremely qualified
- Articles in this publication are timely and up-to-date

Here's what our readers say in the West:



Ipsos Survey:



CONTENT CALENDAR / DEADLINES

Deadline is noon central time on the dates indicated.

| ISSUE DATE | DEADLINE | 2020 EDITORIAL | CROPS GUIDE WEST | CROPS GUIDE EAST | SUPPLEMENTS/FEATURES |
|-------------|-------------|------------------------|----------------------|-----------------------|--|
| March 3 | January 24 | The Next Generation | Weed Control | Weed Management | - Forage & Grassland Guide (ROP) |
| March 17 | February 7 | Gearing Up/Machinery | Disease Management | Machinery Innovations | Seed Treatment Guide |
| March 31 | February 21 | New Partnerships | Planning for Seeding | Diseases | |
| April 14 | March 13 | Summer Business | Insect Management | Insects | |
| May/June | April 24 | Cross-Canada Road Trip | Sustainability | Cover Crops | Toyapalooza Feature |
| July/August | June 19 | Annual Insight Issue | On-Farm Storage | Cereals/Wheat | |
| September 1 | July 31 | Annual Marketing Issue | Soil Fertility | Soil Health | - Corn Guide - Marketing Feature - GPS / Precision Ag Feature |
| October 6 | September 4 | Money Management Issue | Cereals | Seed & Plant Breeding | - Forage & Grassland Guide (ROP) - Soybean Guide - Money Management Feature - Toyapalooza Feature |
| November 3 | October 2 | Education | Canola | Alternate Crops | - Education - AgDatapalooza |
| December 1 | October 30 | Opportunities Issue | 2019 Review | Research | Equipapalooza |

| ISSUE DATE | DEADLINE | 2021 EDITORIAL | CROPS GUIDE WEST | CROPS GUIDE EAST | SUPPLEMENTS/FEATURES |
|-------------|-------------|------------------------|---------------------------|-----------------------|--|
| January 5 | November 27 | Thrive in 2021 | Precision Ag | Precision Ag/Big Data | Corn Guide |
| February 2 | December 11 | Leadership | Pulses and Special Crops | Fertility & Nutrients | National Potato Guide & Eastern Weed Management Guide - Corn, Soybeans, Wheat |
| February 16 | January 8 | Business Innovation | Plant Breeding/Innovation | Innovation | Soybean Guide |
| March 2 | January 22 | The Next Generation | Weed Control | Weed Management | Forage & Grassland Guide (ROP) |
| March 16 | February 5 | Gearing Up/Machinery | Disease Management | Machinery Innovations | Seed Treatment Guide |
| March 30 | February 19 | New Partnerships | New Seeding Technology | Diseases | |
| April 13 | March 12 | Summer Business | Insect Management | Insects | |
| May/June | April 23 | Cross-Canada Road Trip | Sustainability | Cover Crops | Toyapalooza Feature |
| July/August | June 18 | Annual Insight Issue | On-Farm Storage | Cereals/Wheat | |
| September 7 | July 30 | Annual Marketing Issue | Soil Fertility | Soil Health | - Corn Guide - Marketing Feature - GPS/Precision Ag Feature |
| October 5 | September 3 | Money Management Issue | Cereals | Seed & Plant Breeding | - Forage & Grassland Guide (ROP) - Soybean Guide - Money Management - Toyapalooza |
| November 2 | October 1 | Education | Canola | Alternate Crops | - Education - AgDatapalooza |
| December 7 | October 29 | Opportunities Issue | 2020 Review | Research | Equipapalooza |



AD RATES

Rates effective as of March 1, 2020

| AD UNIT | NATIONAL | | EAST | | WEST | |
|---------------------------|------------------------------------|-------------|---------------------------------|-------------|------------------------------------|-------------|
| | B&W RATE | FULL COLOUR | B&W RATE | FULL COLOUR | B&W RATE | FULL COLOUR |
| Double Page Spread | 16,783.20 | 23,123.20 | 6,745.20 | 9,525.20 | 10,248.00 | 13,808.00 |
| Full Page | 8,391.60 | 11,561.60 | 3,372.60 | 4,762.60 | 5,124.00 | 6,904.00 |
| 2/3 Page | 5,594.40 | 8,764.40 | 2,248.40 | 3,638.40 | 3,416.00 | 5,196.00 |
| 1/2 Page Spread | 8,391.60 | 14,731.60 | 3,372.60 | 6,152.60 | 5,124.00 | 8,684.00 |
| 1/2 Page Island | 5,034.96 | 8,204.96 | 2,023.56 | 3,413.56 | 3,074.40 | 4,854.40 |
| 1/2 Page | 4,195.80 | 7,365.80 | 1,686.30 | 3,076.30 | 2,562.00 | 4,342.00 |
| 1/3 Page | 2,797.20 | 5,967.20 | 1,124.20 | 2,514.20 | 1,708.00 | 3,488.00 |
| 1/4 Page | 2,097.90 | 5,267.90 | 843.15 | 2,233.15 | 1,281.00 | 3,061.00 |
| 1/6 Page | 1,398.60 | 4,568.60 | 562.10 | 1,952.10 | 854.00 | 2,634.00 |
| Earlug | | 5,267.90 | | 2,233.15 | | 3,061.00 |
| Front Banner | | 7,365.80 | | 3,076.30 | | 4,342.00 |
| Outside Back Cover | | 13,295.84 | | 5,476.99 | | 7,939.60 |
| Inside Back Cover | | 12,717.76 | | 5,238.86 | | 7,594.40 |
| Inside Front Cover | | 12,948.99 | | 5,334.11 | | 7,732.48 |
| | 19.98/agate B&1 1,060 B&3 3,170 | | 8.03/agate B&1 530 B&3 1,390 | | 12.20/agate B&1 1,060 B&3 1,780 | |

ADVERTISING OPTIONS

SUPPLIED INSERTS / POST-IT NOTES / POLYBAGGING

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Rates for special space units (gatefolds, etc.) are available on request.

SPECIAL POSITIONS

Guaranteed and preferred positions when available and requested, add 25% exclusive of colour and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

SPLIT COPY

Regional advertisers may make copy substitutions in any combination of regions or provincial editions. Additional cost for each substitution is \$1000 net. Minimum quantity for splits is 1,000 pieces and must be at least 350 lines.

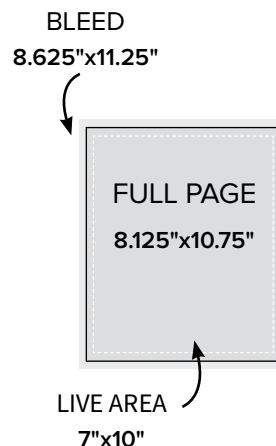
AD SIZES

| AD UNIT *All sizes W x D | NON BLEED DIMENSIONS | BLEED AD DIMENSIONS | |
|-----------------------------|---|--|--|
| | LIVE AREA | TRIM | BLEED* |
| Dbl. Page Spread | 15.125" x 10" | 16.25" x 10.75" | 16.75" x 11.25" |
| Full Page | 7" x 10" | 8.125" x 10.75" | 8.625" x 11.25" |
| 2/3 Page | H: 7" x 6.5" V: 4.58" x 10" | H: 8.125" x 6.9" V: 5.142" x 10.75" | H: 8.625" x 7.4" V: 5.642" x 11.25" |
| 1/2 Page Spread | 15.125" x 5" | 16.25" x 5.4" | 16.75" x 5.9" |
| 1/2 Page Island | 4.58" x 7.5" | | |
| 1/2 Page | H: 7" x 5" V: 3.333" x 10" | H: 8.125" x 5.4" V: 3.9" x 10.75" | H: 8.625" x 5.9" V: 4.4" x 11.25" |
| 1/3 Page | H: 7" x 3.357" V: 2.167" x 10" S: 4.58" x 5" | H: 8.125" x 3.75" V: 2.73" x 10.75" | H: 8.625" x 4.25" V: 3.23" x 11.25" |
| 1/4 Page | H: 7" x 2.5" S: 3.333" x 5" | H: 8.125" x 2.9" | H: 8.625" x 3.4" |
| 1/6 Page | H: 4.58" x 2.5" V: 2.167" x 5" | | |
| Ear Lug | 2" x 2" | | |
| Front Banner | 3.875" x 2.25" | 4.125" x 2.5" | 4.625" x 3" |
| Outside Back Cover | 7" x 10" | 8.125" x 10.75" | 8.625" x 11.25" |
| Inside Back Cover | 7" x 10" | 8.125" x 10.75" | 8.625" x 11.25" |
| Inside Front Cover | 7" x 10" | 8.125" x 10.75" | 8.625" x 11.25" |

* Bleed ad size dimensions include .25" bleed on all sides

PUBLICATION SPECS

| | |
|-----------------------|---------------------|
| Trim Size | 8.125" X 10.75" |
| Binding | Saddle-stitched |
| Column Depth | 10" |
| Standard Column Width | 2.167" |
| Two Columns | 4.58" |
| Three Columns | 7" |
| Halftone line screen | 150 |
| Dot gain | 20% on SWOP coated |
| Printing | Heat-set web offset |



FILE SPECIFICATIONS

SAFETY MARGINS (measured from trim size): Keep text, logos, etc. 0.375" away from gutter on spreads. Full page & spreads allow 0.625" sides, 0.375" top and bottom. To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area to 15" x 10" maximum for double-page spreads, and 7" x 10" maximum for full page ads. Bleed ads must have a minimum of .25" bleed allowance on head, foot, and fore edge. Crop/registration marks should have an offset of .25".

Minimum depth of advertisement:
One col.: 1" Two col.: 1.5"
Three col.: 2.5"

One-column and two-column ads more than 9" deep and three column ads more than 7" deep run as full column depth and are charged as such.

ELECTRONIC MATERIAL Electronic files (including inserts) 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. Colour ads must be 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)

PLEASE NOTE We DO NOT ACCEPT ads in Microsoft Word, Publisher or InDesign format. All files will be reviewed to ensure they meet Glacier FarmMedia pre-press standards. Clients will be contacted regarding any modifications required. Publisher will not be held responsible for any errors made when original deadlines are missed.

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.

INK DENSITY Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

FINE LINE WORK AND LETTERING Fine serifs, small lettering, and thin line work should be restricted to one colour and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided. Publisher can not accept responsibility for reproduction and/or legibility of any type under 7 point.

TERMS & CONDITIONS

New Accounts

Transient and new accounts, cash with order. Credit applications are required on all new accounts that have not authorized credit card payments.

Terms

Accounts payable in Canadian funds. Net 30 days. Publisher reserves the right to charge 1.5% interest per month (18% per year) on overdue accounts.

Contracts & Schedules

Contracts are based on volume committed in advance for a 12-month period.

Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months.

The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card.

Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Commission

15% will be paid to recognized agencies on the gross charges for space, colour, and position, when ad copy is forwarded via FTP or e-mail.

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.

Publisher reserves the right to place the word "Advertisement" centered in 8pt Helvetica over any paid announcement.

Dollar Volume Discount

Glacier FarmMedia offers the following dollar volume discounts. These apply to gross advertising dollars spent within a 12-month period in any Glacier FarmMedia print publication with the exception of the Western Producer, Seed Manitoba, Yield Manitoba, Yield Alberta, Prairie Ag Catalogue, Ag in Motion Show Guides, Canada's Outdoor Farm Show Show Guide, AgDealer and Agricole Idéal.

| Gross Dollars Spent | Discount |
|---------------------|----------|
| 20,001 - 50,000 | 2% |
| 50,001 - 150,000 | 3.5% |
| 150,001 - 250,000 | 5% |
| 250,001 - 300,000 | 7.5% |
| 300,001 - 400,000 | 9% |
| 400,001 + | 10.5% |

Cancellations

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

Liability

Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

Colour Reproduction

Publisher will not be responsible for unsatisfactory reproduction of colour advertisements unless accurate colour proofs are supplied.

Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of the area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

Exclusivity

We do not offer exclusivity for front page banners, ear lugs, banner wraps, outside back pages, inserts, etc.

Special Services

When publisher must provide artwork, advertiser will be billed at cost. Publisher reserves the right to charge for changes required to customer supplied material.

CONTACT INFO

SUBMITTING AD MATERIALS

AD SERVICES CO-ORDINATOR

Country Guide – East
1666 Dublin Avenue,
Winnipeg, MB R3H 0H1

Phone: **204 944 5765**

Fax: **204 954 1422**

Email: ads@fbcpublishing.com

FTP: [vip.fbcpublishing.com](ftp://vip.fbcpublishing.com)

ADVERTISING CONTACT

Lillie Ann Morris

SALES REPRESENTATIVE

Phone: **519 605 0139**

Email: lmorris@farmmedia.com