

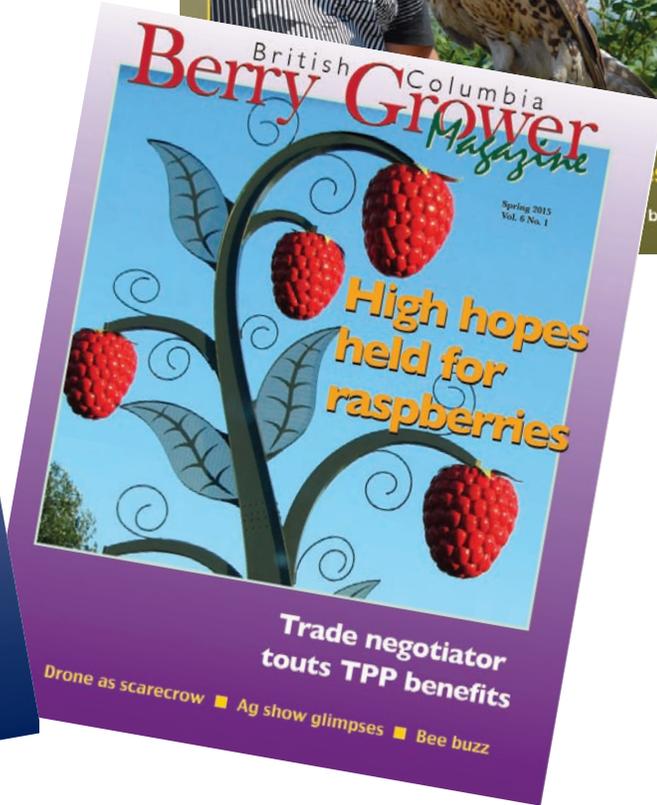
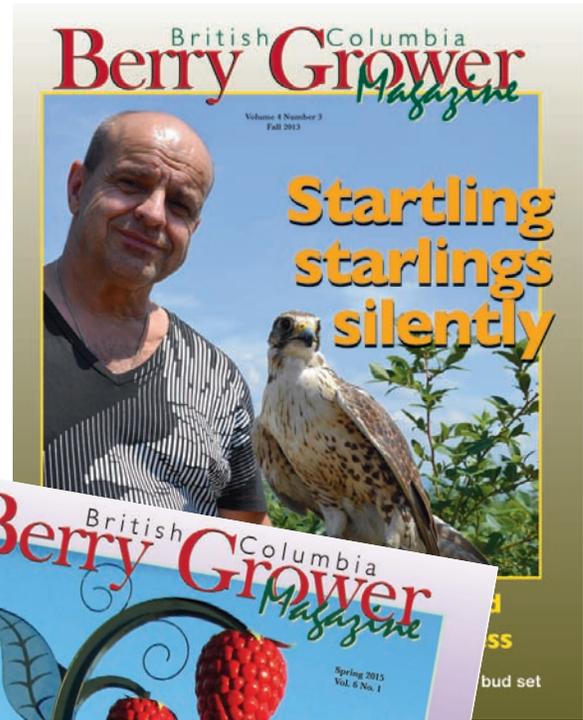
British Columbia
Berry Grower
Magazine



Media Kit



Target your message directly to one of Canada's most successful agricultural sectors!



www.bcberrygrower.ca

| 2017 Publishing Schedule | | | |
|--------------------------|--------------|---------------|--------------|
| Issue | Closing Date | Copy Deadline | Distribution |
| Spring | Jan. 13 | Jan. 20 | Feb. 13 |
| Summer | April 14 | April 21 | May 14 |
| Fall | July 14 | July 21 | Aug. 13 |
| Winter 2015-16 | Oct. 13 | Oct. 20 | Nov. 13 |

What's it all about?

Small and sweet is big business

Canada's newest agricultural publication serves a vibrant sector of farming in the country's westernmost province. *British Columbia Berry Grower Magazine* is a full-colour quarterly, distributed during the first week of February, May, August and November. Its primary audience is those involved with the production of blueberries, cranberries, raspberries and strawberries.

The magazine is similar in scope and format to the very successful *B.C. Fruit Grower Magazine*, which OMedia Communications has published since the summer of 2003 for the province's tree fruit and wine industries.

B.C. Berry Grower has a circulation in excess of 1,600, with free distribution to members of the various grower associations, as well as to processors, shippers, government agencies, educational and research institutions and industry suppliers.

Industry Overview

Total farm cash receipts from B.C. berries reached nearly \$198 million in 2012 (latest year for which figures are available), accounting for 57 percent of the province's total fruit receipts and nearly 43 percent of Canada's total berry receipts.

Blueberries

The B.C. blueberry industry is growing rapidly, with approximately 11,000 hectares of farmland devoted to it. With production of more than 54 million kilograms, B.C. is among the largest producers of highbush blueberries in the world.

Cranberries

The B.C. cranberry industry produces more than 32 million kilograms of fruit annually. This constitutes approximately 12 percent of North American production and the province is currently the largest producer of cranberries in Canada.

Raspberries

B.C. is the largest raspberry producer in Canada. Only three percent of raspberries are sold fresh – the rest are



processed into jams, jellies, drinks, canned and frozen retail and wholesale packs and bakery product.

Strawberries

B.C. accounts for about one-quarter of the Canadian production of strawberries. This amounts to more than 1.6 million kilograms of fruit. However, Canada consumes far more strawberries than it produces. The bulk of fresh imports come from California and Florida with processed imports originating from California, Poland and Mexico.

This snapshot should give you good reason to consider *B.C. Berry Grower Magazine* as an effective way to reach the people who should get your message, because even in difficult economic times they're going to need the products and services you provide.

Contact Us Today!

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British Columbia
Berry Grower
Magazine

Advertising Rate Card

British Columbia **Berry Grower** *Magazine*

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Rates and Data *Effective Jan. 1, 2017*

Black and White

| | |
|-----------------|-------|
| Full Page | \$985 |
| 2/3 Page | 680 |
| 1/2 Page Island | 635 |
| 1/2 Page | 545 |
| 1/3 Page | 395 |
| 1/4 Page | 290 |
| 1/6 Page | 200 |
| 1/8 Page | 155 |
| 1-Inch | 105 |

Covers

| | |
|--------------|-----------|
| Inside Front | add \$175 |
| Inside Back | add \$175 |
| Back | add \$225 |

Color Charges

| | |
|-----------------|------------------|
| Spot Color | \$250 each color |
| 4-color Process | \$750 |

Frequency Discounts and Combination Rates Available

Mechanical Specifications

Live Area: 7-1/2" X 10"
Trim Size: 8-1/2" X 11"
Column width: 2-1/4"
Number of Columns: 3
Printed web offset, saddle-stitched

Ad Dimensions

2/3 Page 4-3/4" x 10"
1/2 Page Island 4-3/4" x 7-1/2"
1/2 Page Horizontal 7-1/2" x 5"
1/3 Page Vertical 2-1/4" x 10"
1/3 Page Square 4-3/4" x 5"
1/4 Page Vertical 2-1/4" x 7-1/2"
1/4 Page Square 4-3/4" x 3-3/4"
1/6 Page Vertical 2-1/4" x 5"
1/6 Page Horizontal 4-3/4" x 2-1/2"

Save **50%** of your ad cost when
placing an additional ad in
B.C. Fruit Grower magazine,
targeting the tree fruit, grape
and wine industries

Closing Dates

General closing dates are the first Friday of the month preceding date of issue. Ad materials are due the second Friday of the month preceding date of issue. Call for late space availability after closing date.

Acceptable Materials

Electronic files are preferred. PDF is the preferred file type. Be sure to use high quality, high resolution, print settings in Acrobat Distiller when making your PDF files.

PDF files may be uploaded uncompressed. All native files, linked graphic files and font files should be compressed. MAC files should be stuffed to .sit or sitx files and PC files zipped to .zip files.

Final reproduction quality is contingent upon sharpness of materials provided. 300 DPI (dots per square inch) is the acceptable standard.

Document Formats/Applications: QuarkXPress version 6.1 or earlier; Adobe InDesign, Adobe Illustrator, Adobe Photoshop. We are unable to accept Microsoft Word, Microsoft Publisher or CorelDRAW.

Copy and Contract Regulations

Advertisers and advertising agencies assume liability for all content (text, representation and illustrations) of ads printed and also assume responsibility for any claims arising therefrom made against the publisher, OMedia Communications. The publisher reserves the right to reject any ad it believes not to be in keeping with the publication's standards. The advertiser is liable for payment of all advertising placed by their agency in the event the agency defaults on payment to the publisher.