



(COVER CONCEPT ONLY, SUBJECT TO CHANGE)

Publication Date:
Thursday, December 30, 2021

THE WESTERN PRODUCER

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 Toll Free 1-800-667-7776

EASY UPLOAD

Send us files through our web interface, maximum size 500 megabytes.
 Go to: www.producer.com/ezupload/

QUICK FACTS

Size: Tabloid (10.75" x 15.5")
 Stock: Newsprint
 Published Thursday, December 30, 2021

YOUR FARM'S FUTURE: How to plan for what happens next

Solid farm legacies are sustainable, transferable and able to support the next generation of producers. What steps are farmers taking to prepare their operations for the future? Find out what farmers are thinking about expansion, technology adoption, land prices and management, and retirement.

In this special edition of *The Western Producer* and on producer.com, we are seeking solutions to create opportunities for whole-farm sustainability that lead to successful succession. This is an integrated multimedia event, so in addition to our dedicated print edition about sustainable planning for the future, we'll also be hosting a webinar featuring

an online panel of experts to give farmers the opportunity to ask questions that can help them with their planning needs.

The timing couldn't be better.

More than 97 percent of Canadian farms are family-owned. The average age of a farmer is 56. An expected \$500 billion in agricultural assets could change hands in the next decade. And yet, according to the last Census of Agriculture, only 8.5 percent of farms had a formal succession plan. There is more to passing on a farm than the handing over. It is a time to put the farm on a firm footing for the future to ensure the legacy meets the dream. **This is the issue that all farmers need to read.**

Advertising Rates

Effective January 1, 2021

SPACE RATES - BLACK & WHITE

- Per agate line (flat)\$10.45
- Per column inch\$146.30
- Per page (5 columns by 196 lines)\$10,241
- Junior page (full page magazine)
- 4 columns x 140 lines\$5,852
- Minimum space — 10 lines deep for each column crossed (banners excepted).
- Advertisements over 190 lines in depth charged as full column (196 lines).

FULL COLOUR CHARGE

- Full colour..... \$1,250 per ad
- Spot colour\$500 per ad

ADVERTISING BOOKING DEADLINES

November 29, 2021

SUPPLIED MATERIAL DEADLINES

December 6, 2021

(minimum size - 300 lines, banners excepted)
 Please Note: Spot color ads must be treated like a process color.
 Electronic files must have color produced using process colors.

SPECIAL DISCOUNT APPLIES FOR THIS ISSUE! Talk to your sales rep for details.

SPACE DISCOUNTS

- Given only on yearly contracts signed in advance.
- Discounts apply to lineage – color and other charges do not qualify.
- 5,000 to 10,000 lines 5%
- 10,000 to 15,000 lines..... 7.5%
- 15,000 to 25,000 lines 10%
- 25,000 lines and over15%

SEE MECHANICALS SHEET FOR MECHANICAL REQUIREMENTS

THE WESTERN PRODUCER

1.25 HOURS Time readers spend with each issue.

2.1 READERS per issue on average

95% of Western Producer issues are read or looked through

ACTION TAKEN AS A RESULT OF SEEING ADVERTISING:

31% used info to help make purchase decisions

40% went online to learn more

26% got in touch with the company

GFM Print Publication Study by Readex, March 2021



WHY YOU WANT IN ON THIS ISSUE:

- **Comprehensive reporting** on a range of relevant subjects such as risk management, new technology to maximize efficiency, debt management plans, building trusts and more.
- **Producer polling** will reveal farmers' opinions related to future technology purchases, opinions about farmland prices and more.
- **Multi-media video interviews** with leaders in the technology sector will be featured online.
- An online event, **Farming-Forward**, held with roundtable and presentation webinar sessions hosted by Western Producer journalists. The online event will be bundled with the Issue 52 material for a complete package, making this a must-see, must-read event.

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Column Sizes

Note: Talk to your Advertising Consultant for other sizes and pricing.

1 Column
1.85"

MAX. 196 agates (14")

\$2,048 B&W

2 x 150
3.85" x 10.6875"

\$3,135 B&W

3 x 100
5.85" x 7.125"

\$3,135 B&W

4 Column
7.875"

\$8,193 B&W

Full Page
5 Column
9.875" x 14"

\$10,261 B&W

Junior Page
7.875" x 10"

\$5,852 B&W

Double Junior Page Spread
16.5" x 10"

\$11,704 B&W

Banner Ad
9.875" x 2"

\$1,463 B&W

Double Page Spread
20.5" x 14"

\$20,482 B&W

COLOUR CHARGES
Please add the following:
4 colour process: \$1,250
(minimum size 300 lines, banners excepted)