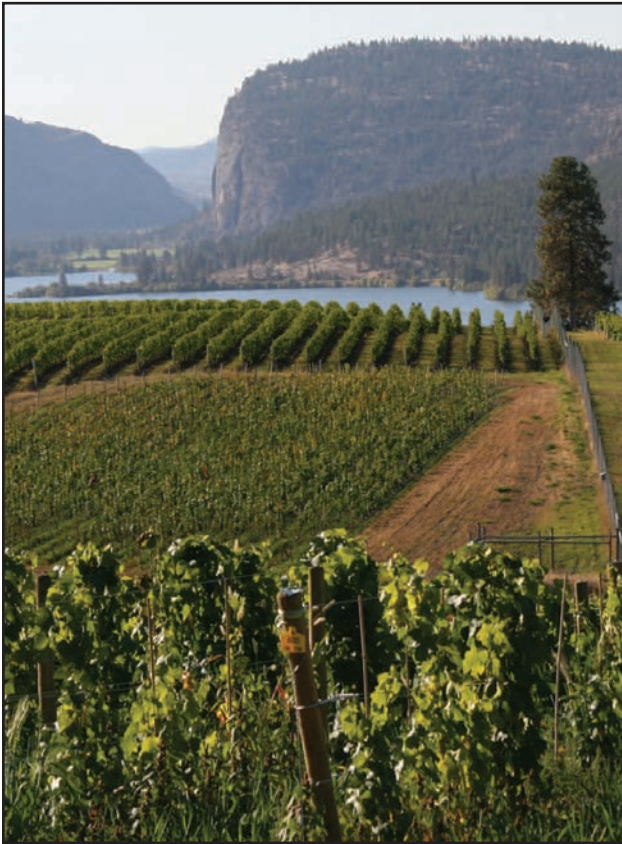


British Columbia
FRUIT GROWER
Magazine

Media Kit



About our magazine...



British Columbia Fruit Grower exists to help keep the operators of our orchards, vineyards and wineries plugged in to the latest horticultural, technological, political and business developments that affect them.

The magazine is published quarterly, with material appropriate to the season. Regular features include a snapshot of what producers can expect on the marketing side, advice from horticultural experts, updates on agricultural research and features on the industry's achievers, movers and shakers.

Our primary distribution area is the province's Okanagan-Similkameen region, with copies also sent to grape growers and wineries in the Lower Mainland and on Vancouver Island, as well as to government, industry, research and educational institutions, and interested individuals elsewhere in Canada and the United States.

DIRECT TO THE READER!

Ninety-one percent of our distribution is by addressed mail. The magazine is sent via Canada Post directly to all members of the B.C. Fruit Growers' Association and B.C. Grapegrowers' Association, as well as many growers who are not members of either organization. Our circulation can be verified through statements of mailing. We also provide a sworn statement to Canadian Advertising Rates and Data (CARD) that has a detailed breakdown of our circulation.

Publisher Bryden Winsby has spent most of his working life in the newspaper and magazine business, as a reporter, editor and publisher. He has won layout and writing awards from both the BC and Yukon Community Newspapers Association and the Canadian Community Newspapers Association.

Contributing Editor Judie Steeves, an award-winning newspaper reporter, is from a fruit-growing family and has been writing about agriculture for more than 20 years.

Associate Editor Peter Waterman is a professional horticulturist and retired Summerland orchardist. Peter is also a former member of the BC Fruit Growers' Association executive.

Publishing Schedule

Spring 2012: Week of March 4

Closing Date: Feb. 3

Copy Deadline: Feb. 10

Summer 2012: Week of June 3

Closing Date: May 4

Copy Deadline: May 10

Fall 2012: Week of Sept 2

Closing Date: Aug. 3

Copy Deadline: Aug. 10

Winter 2012-13: Week of Dec. 2

Closing Date: Nov. 2

Copy Deadline: Nov. 9

British Columbia **FRUIT GROWER**

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Advertising Rate Card *Effective Jan. 1, 2012*

Black and White

Full Page	\$950
2/3 Page	660
1/2 Page Island	615
1/2 Page	525
1/3 Page	380
1/4 Page	285
1/6 Page	190
1-Inch	100

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 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 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. Berry Grower magazine.
**Visit www.bcberrygrower.ca to
learn more!**

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.

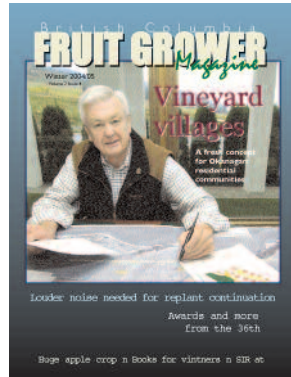
Document Formats/Applications: QuarkXPress version 6.1 or earlier; Adobe InDesign, Adobe Illustrator, Adobe Photoshop. We are unable to accept Microsoft Word, Microsoft Publisher or CorelDRAW.

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.

Commission

15% to recognized agencies; further 2% discount on invoices paid within 30 days. No discounts allowed on net billed items (i.e., duplicate negatives or other special requests). The advertiser is liable for payment of all advertising placed by their agency in the event the agency defaults on payment to the publisher.



We've got it covered...

Increase your business by advertising in a glossy, full-colour magazine dedicated to the province's tree fruit and wine industries. We reach all the people who can use the products or services you provide.

Published quarterly, the magazine is delivered by Canada Post through carefully controlled mailing lists directly to your target market: orchardists, vineyard operators, wineries, processors and suppliers throughout the Okanagan-Similkameen region, the Lower Mainland, Vancouver Island and south to Washington state. In addition, we deliver to government agencies, educators and researchers across Canada.

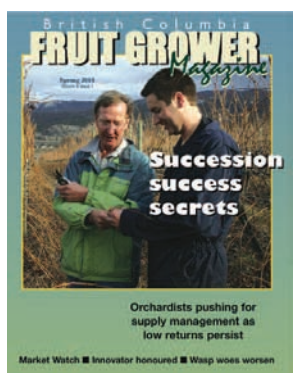


Circulation Details

Average total circulation 2,192

BREAKDOWN			
Tree Fruit Growers	1,182	Research/Educational Institutions	28
Grape Growers	327	Government Agricultural Agencies	21
Licensed Wineries	179	Associations	17
Other Farm Operators	70	Business Organizations	12
Processors/Shippers	33	Retail Outlets/Suppliers	344
		Miscellaneous	79
GEOGRAPHICAL			
British Columbia	2,008	New Brunswick	0
Alberta	15	Nova Scotia	8
Ontario	63	Prince Edward Island	5
Quebec	10	United States	71
		Other Foreign	3

Our circulation figures are also published in Canadian Advertising Rates and Data (CARD)



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www.omeia.ca/grower