



2025 MEDIA KIT

# Small Farm <sup>CANADA</sup>

*There's a small farm on every farm.*

**SMALLFARMCANADA.CA**



## A TRUSTED NAME IN FARMING

Small Farm Canada is part of the **Farms.com Group**. The Farms.com Group is an innovative leader, offering integrated marketing solutions, digital and print, for advertisers who would like to connect with farm and rural property owners across Canada. Our sister print publications in Canada include **Ag Buyer's Guide**, **Better Farming** (Ontario & Prairies), and **Better Pork**. We also offer advertising opportunities on the Farms core network and Farms.com newsletters (Ontario & Prairies).

## EDITORIAL MANDATE

To deliver award-winning quality articles that provide engaged and committed small-scale farmers, homesteaders, and rural property owners with trusted information on farming, farming techniques, equipment, market gardening, small-scale livestock production, and market trends.

## GROWING THROUGH A STRONG CONNECTION TO CANADA'S AGRICULTURAL COMMUNITIES

Small Farm Canada connects to its readership by reaching out to regional and national agricultural communities, as well as rural communities in general.

One of Small Farm Canada's greatest strengths is its writing team. Small Farm Canada has an excellent mix of regular features and contributors who are very knowledgeable in their field, such as master wrenchman **Dan Kerr** who answers readers questions about repair and maintenance of farm equipment or **Helen Lammers-Helps** who shares information on food prep, preservation and economy as well as delicious recipes.

Each issue also features unique articles reflecting the passions and interests of the small farm community. Topics for articles are often suggested by our readers.



EDITOR JULIE HARLOW WITH FELINE COMPANION GARY.

## AWARD WINNING JOURNALISM!

-  **BRONZE AWARD, OPINION WRITING**  
2022 Canadian Farm Writers' Federation
-  **SILVER AWARD, TECHNICAL FEATURE**  
2018 Canadian Farm Writers' Federation
-  **BRONZE AWARD, PRESS COLUMN**  
2018 Canadian Farm Writers' Federation
-  **SILVER AWARD, PRESS FEATURE**  
2014 Canadian Farm Writers' Federation

-  **GOLD AWARD, TECHNICAL FEATURE**  
2013 Canadian Farm Writers' Federation
-  **SILVER AWARD, PRESS COLUMN**  
2013 Canadian Farm Writers' Federation
-  **SILVER AWARD, PRESS COLUMN**  
2012 Canadian Farm Writers' Federation
-  **SILVER AWARD, PRESS EDITORIAL**  
2012 Canadian Farm Writers' Federation

**99% OF READERS RATED THE OVERALL MAGAZINE AS VERY GOOD OR EXCELLENT!**



**99%**



**OUR READERS ARE LOYAL AND ENGAGED**

- 99% rated the overall magazine as very good or excellent
- 94% of subscribers feel engaged by the content
- 93% of subscribers are exposed to new points of view or ways of thinking about things
- 83% of subscribers want to know more about what they are reading
- 93% of subscribers feel the magazine is relevant to small farming and the times we live in
- 89% of subscribers read every issue
- 92% of subscribers read all or almost all of each issue

Statistics are based on Summer 2024 telephone and online survey of subscribers.



**PUBLISHED 6 TIMES A YEAR**

**PRINTED COPIES: 8,000**

Distribution:

- Paid subscriptions
- Fine book sellers
- Ontario Peavey Mart stores
- Co-op (Western Canada)
- Public libraries
- Farm organizations



**SUBSCRIBERS FROM COAST TO COAST**

**OUR READERS LOVE SMALL FARM CANADA MAGAZINE CONTENT!**

- 97% of subscribers think the **articles** are good or excellent
- 97% of subscribers think the **ease of reading** is good or excellent
- 93% of subscribers think the **layout and design** is good or excellent
- 98% of subscribers think the **illustrations and images** are good or excellent



**DID YOU KNOW?**

- 49% of subscribers own a dog
- 42% of subscribers own a cat

**TO QUOTE A READER, THEY LOVE “EVERYTHING”, BUT WHAT DO THEY LIKE MOST ABOUT SMALL FARM CANADA?**

READERS LIKE THAT **SMALL FARM CANADA** IS:

- Practical
- Informative
- Relevant to Small Farming
- **Canadian Content** 🍁
- Easy to read

Statistics are based on Summer 2024 telephone and online survey of subscribers.





## SFC READER GEOGRAPHIC BREAKDOWN

Alberta	12%
Atlantic Canada (NB, NL, NS, & PE)	7%
British Columbia	15%
Manitoba	5%
Ontario	49%
Quebec	5%
Saskatchewan	7%

# 54%

**54% OF SUBSCRIBERS  
HAVE HAD THEIR  
SUBSCRIPTION FOR  
MORE THAN 5 YEARS!**



**AN AMAZING SHELF LIFE 87%** OF SUBSCRIBERS EITHER KEEP THE MAGAZINE FOR FUTURE REFERENCE OR PASS IT TO A FRIEND.

Statistics are based on Summer 2024 telephone and online survey of subscribers.

# SMALL FARM CANADA 2025 EDITORIAL CALENDAR

Small Farm Canada tells stories of living big on a small scale. Six issues feature favourites, from seed to soil, poultry to education and homesteading to gardening. All supported by seasonal advice, tips on tools and machinery, animals husbandry, building projects, woodlot management and more. Long time contributors like “The Dans” (Kerr and Needles) continue to entertain and engage on the farm, in the backyard, driveshed and farm kitchen. New in 2025, a waste reduction feature called “Waste Not” plus profiles of rural route innovators in “Report from the Sideroads”



## JANUARY/FEBRUARY 2025

### Poultry Issue

**Booking deadline:** Friday, December 6, 2024

**Ad material due:** Friday, December 13, 2024

**Available:** January 6 - March 16, 2025

At SFC we love poultry, and this year we are featuring stories on pasture raised poultry, housing innovations and the why and how of mortality dissection. As well as the poultry directory, our New Year's issue also brings batch cooking ideas and recipes from Helen Lammer-Helps and a new “Waste Nothing” feature from Amy Hogue.



## MARCH/APRIL 2025

### Garden Issue

**Booking deadline:** Thursday, February 6, 2025

**Ad material due:** Thursday, February 13, 2025

**Available:** March 3 - May 18, 2025

We also love all kinds of crops and gardening and so do our readers from the back 40 to the market garden, fruit and veg to flowers and flax. Machinery, specifically to meet the needs of a small farmer, will also be a feature in Spring 2025 as well as Dan Kerr with his tips and DIY guidance on use, maintenance and repairs in every issue.



## MAY/JUNE 2025

### Soil Issue

**Booking deadline:** Friday, April 11, 2025

**Ad material due:** Thursday, April 17, 2025

**Available:** May 5 - July 20, 2025

Soil health is a hot-sheet issue at SFC. Our focus on soil health will include pasturing/rotational grazing systems, silvopasture and other soil health promoting measures of having livestock on the land. Ayers, Carrow, Carter and Jones report on research, management and trends towards living a productive sustainable lifestyle that builds foodways and communities.



## JULY/AUGUST 2025

### Education issue

**Booking deadline:** Friday, June 13, 2025

**Ad material due:** Friday, June 20, 2025

**Available:** July 7 - September 14, 2025

Our readers think education is important and the opportunities are building. In 2025 we continue building a directory of learning opportunities that are sure to fit the needs of farmers working to scale. We talk about traditional education as well as short courses and on-line apps. Lifelong learning is good for the brain as laughing is for the soul. Every issue includes fun, healthy and delicious lifestyle tips.



## SEPTEMBER/OCTOBER 2025

### Homestead Issue

**Booking deadline:** Friday, August 8, 2025

**Ad material due:** Friday, August 15, 2025

**Available:** September 1 - November 16, 2025

Homesteading anyone? Our readers are striving to be kinder and gentler to Mother Earth. They want ideas on how to waste less, conserve more, sustain, re-use and recycle. That is our focus this issue, extending to off grid living and other lifestyle decisions that fit. Jeff Carter is a proponent and focuses his stories in the Intensive Garden.



## NOVEMBER/DECEMBER 2025

### Seed Issue

**Booking deadline:** Friday, October 10, 2025

**Ad material due:** Friday, October 17, 2025

**Available:** November 3, 2025 - January 18, 2026

We're planting seeds and ideas to year-end with a bang-up issue that includes a guide on seed. The 2026 SFC Seed Guide will feature over 140 seed dealers with news and information in a pull-out format. The magazine will have a seasonal theme with stories on livestock wintering, food self-sufficiency and out-building prep for ice and snow.



### SEED GUIDE 2026

**Booking deadline:** Friday, September 19, 2025

**Ad material due:** Friday September 26, 2025

**Available:** Inserted into November/December 2025 issue and available as a single 16-page booklet year-round by request at trade shows and via an online form on [www.SmallFarmCanada.ca](http://www.SmallFarmCanada.ca).



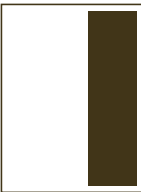


# SMALL FARM CANADA 2025 RATE CARD

## DISPLAY ADVERTISING RATES

AD SIZE	1X RATE	3X RATE	6X RATE
Double page	\$5,460	\$5,200	\$4,800
Full Page	\$3,410	\$3,290	\$3,100
1/2 Page	\$1,800	\$1,725	\$1,565
1/4 Page	\$920	\$875	\$820
1/6 Page	\$630	\$585	\$550

COVER ADS (IFC - INSIDE FRONT   IBC - INSIDE BACK   OBC - OUTSIDE BACK)			
IFC SPREAD	\$7,000	\$6,700	\$6,150
IFC	\$3,950	\$3,750	\$3,400
IBC	\$3,500	\$3,475	\$3,100
OBC	\$4,050	\$3,875	\$3,500

				
2.25" x 4.875"	3.375" x 4.875"	3.375" x 10"	7" x 4.875"	8.125" x 10.875"
1/9 PAGE VERTICAL	1/4 PAGE SQUARE	1/3 PAGE VERTICAL	1/2 PAGE HORIZONTAL	FULL PAGE & COVER

For ads requiring bleed (ie: cover and full pages) please add an additional 0.125" (8.375" x 11.1254") for bleed and make sure important text is 0.25 inches from the cut edge.

**SPECIAL SECTIONS:** Advertising rates available for inserts and polybagging. Please note, these items will only be sent to subscribers, not to newsstands and retail outlets.

**COMMISSIONS:** 15% agency commission to recognized advertising agencies if paid within 30 days of date of invoice.

**GST AND HST:** Rates do not include GST/HST.

**OVERDUE ACCOUNTS:** Invoices are rendered at the first of the month of the publication date for each issue and are due within 30 days of invoice. 1.5% per month is charged on overdue accounts.

## IMAGES:

Please ensure that all photos are at least 200 dpi resolution. Optimum resolution is 300 dpi. Pictures from web pages are only 72 dpi and will not reproduce well.

## COLOUR:

Small Farm Canada is entirely four colour process. Ads using spot colours or pantone colours are converted to CMYK. Rich blacks should be made up of 30C/30M/30Y/100K.

## FONTS:

All fonts must be embedded or converted to outlines. Keep in mind, type smaller than 6pt will be difficult to read.

## REGISTRATION:

For perfect registration follow these guidelines:

- Set any 100% black elements (ie: type) to overprint underlying colours.
- Black type should be 100K only.
- When using white type or graphics, do not make them small or too fine in detail.

## SENDING FILES:

**Preferred advertising material is supplied as Adobe Acrobat PDF.** We can also accept ads in EPS, TIF, Adobe Illustrator, Adobe Photoshop formats.

**Send your ad files to your sales rep.** Files larger than 10MB should be sent by Dropbox link, Google Drive link, or WeTransfer.com.

## IN-HOUSE ARTWORK IS AVAILABLE.

Please contact your sales rep.

## SPONSORSHIP OPPORTUNITIES

Promotional email opportunities to the list are also possible, but out of respect to our readers, we limit the number of promotional emails we distribute. Small Farm Canada is engaged with its audience and is active on social media.

Of course, Small Farm Canada is now part of the Farms.com Group of Companies, so if you need to reach a broader farming audience, banner advertising opportunities online, in newsletters, through promotional emails, and through social media, also exist through Farms.com. Be sure to chat with your sales rep.

### SPONSORSHIP PRICING

BANNER AD ON WEBSITE (300 X 250)	\$400/MONTH
BIG BOX AD IN NEWSLETTER (300 X 250)	\$400
SPONSORED CONTENT IN NEWSLETTER (100 WORDS)	\$800
SPONSORED PROMO BLAST	\$1,800

## 2025 NEWSLETTER SCHEDULE

MATERIAL DEADLINE	PUBLICATION DATE
January 3	January 8
January 31	February 5
March 15	March 19
April 4	April 9
May 2	May 7
May 30	June 4
July 4	July 9
August 1	August 6
August 29	September 3
October 3	October 8
October 31	November 5
November 28	December 3

## DIGITAL MARKETING OPPORTUNITIES

Not only does Small Farm Canada offer banner advertising through our online presence at SmallFarmCanada.ca, we also distributes an opt-in monthly newsletter that includes banner advertising opportunities.

## PRINT OPPORTUNITIES

The Farms.com Group of Companies also includes a variety of print opportunities in Canada, including:



### AG BUYER'S GUIDE

An Ontario-based buy-sell guide, 60,000 copies are published each month. Every farmer in Ontario receives a copy via Canada Post.



### ALBERTA SEED GUIDE

Alberta Seed Guide is published twice a year and is the go-to source of variety and performance information, reaching over 50,000 farmers.



### BETTER FARMING

The largest editorial agriculture magazine in Canada, Better Farming has a proud tradition of editorial excellence and is distributed to 39,000 commercial farms in Ontario, and 45,000 farms in Manitoba, Saskatchewan, and Alberta.



### BETTER PORK

Better Pork reaches swine producers across Canada and is the voice of the Canadian swine industry.



### SPUD SMART

Spud Smart is a Canadian magazine dedicated to the potato industry from coast to coast, which provides timely information on all aspects of the potato industry from seed to processing to markets.



# SmallFarm CANADA 2025 ANNUAL SEED GUIDE



# SmallFarm CANADA ANNUAL SEED GUIDE

Eagerly awaited by our subscribers, the Annual Seed Guide is a key part of our November/December issue of Small Farm

Canada. The Seed Guide is an insert in the magazine – ensuring a long shelf life for the Guide.

Throughout the year, visitors to the Small Farm Canada website can request a copy of the guide. The seed guide is also distributed at Farm Trade Shows.

The Annual Seed Guide is produced to be the best and most thorough listing of seed sources for small farmers and gardeners. Because of its directory format, this section of the November/December issue has directory advertising rates.

The Annual Seed Guide offers a wide range of marketing options for your business to reach our subscribers.

## DIRECTORY ADVERTISING OPTIONS

(FOR SEED COMPANIES ONLY)

FREE

### FREE BASIC LISTING

We want to provide our audience with a rich variety of suppliers. As such, we've developed a **FREE LISTING OPTION** in which you can list your business name and 5 lines of address/contact/product information.

\$100

### FEATURED LISTING

If you would like to grow your listing to 10 lines, it will provide you with more space to outline the range of products and seeds that you have available.

\$150

### FEATURED LISTING WITH A LOGO

In addition to the extra room, you can include a colour logo in your ad, it will bring more attention to your business.

**As a bonus, companies that choose a display ad option, will also be included in our online Seed Guide Directory on SmallFarmCanada.ca.**

We have the following sizes of display advertising available to meet the needs of every business:



2.25"  
x 3"

1/9 PAGE  
VERTICAL

**\$270**



7"  
x 2.25"

1/4 PAGE  
HORIZONTAL

**\$625**



2.25"  
x 9.65"

1/3 PAGE  
VERTICAL

**\$800**



7"  
x 4.875"

1/2 PAGE  
HORIZONTAL

**\$1,200**



8.125" X 10.875" TRIM SIZE  
8.375" X 11.125" WITH REQUIRED BLEED

INSIDE BACK  
COVER

**\$2,400**

INSIDE FRONT  
COVER

**\$2,500**

BACK  
COVER

**\$3,000**

### SEED GUIDE 2026

Booking deadline: Friday, September 19, 2025

Ad material due: Friday September 26, 2025





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