

Canada's Only National Magazine Dedicated to Small Farm Operators



Small Farm CANADA

2012 MEDIA KIT



A Trusted Name in Farming

Small Farm Canada is the fresh voice in Canadian agriculture, informing, entertaining, inspiring and challenging small farmers and rural property owners across Canada.

Editorial Mandate

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

Award winning journalism!

17 Awards in 6 years AND counting

 Gold Award, Press Editorial
2011 Canadian Farm Writers' Federation


 Gold Award, Technical Feature
2009 Canadian Farm Writers' Federation


 Gold Award, Technical Feature
2007 Canadian Farm Writers' Federation

 Gold Award, Press Feature
2006 Canadian Farm Writers' Federation

 Gold Award, Technical Feature
2006 Canadian Farm Writers' Federation

 Gold Award, Monthly Press Reporting
2005 Canadian Farm Writers' Federation

 Gold Award, Press Editorial
Canadian Farm Writers' Federation

 Gold Award, How-to Category
2005 National Magazine Awards



81.4% of Small Farm Canada readers keep their issue indefinitely





Loyal Readers:
 Subscriber Renewal Rate
 is an astonishing **70%**

Published 6 times a year

Total Readership: 56,775
 (3.4 readers per copy)

National paid circulation/distribution:
 16,699+

Distribution achieved through:

- Paid Subscribers – 80% of Circulation
- Newsstand Sales
- Over 400 Feed and Farm Supply Stores
- TSC Stores in Ontario and Manitoba
- Farm organizations and associations
- Farm Shows and Agricultural Fairs

Half of all Small Farm Canada readers are new to the magazine, having been introduced in the past two years. Half have been Small Farm Canada readers for 3 or more years.

Reader Profile

Male:51.1%
 Female:49.9%
 Reader Age:
 25-49 years:39.1%
 50-64 years:43.6%
 Highest level of education achieved-
 High School:7.3%
 Skilled Trade/College Diploma:26.8%
 Undergraduate/Graduate Degree:52.9%
 Household income (2010)-
 \$50,000 - \$75,000:18.4%
 \$75,000+:37.1%
 \$100,000+:20.4%

Geographic Breakdown % Distribution

Eastern Provinces: Newfoundland, Prince Edward Island, Nova Scotia, New Brunswick	7.6
Province of Quebec	2.3
Ontario	38.5
Prairie Provinces: Manitoba, Saskatchewan	9
Alberta	20
British Columbia	21.5
Northern Territories: Nunavut, NWT, Yukon	.3
United States/Other	.8
Total	100%



Small Farm operators in Canada...

- account for over half the farms in Canada*
- spend over \$3 billion/year on farm-related expenses.*
- have an average household income of over \$96,000/year*
- are Farm Service professionals (accountants, veterinarians), Contract Services, and operators of rural enterprises*

* Statistics Canada, 2006 Census of Agriculture

Small Farm Canada readers...

- Median farm size is 50 acres
- 50% of Small Farm Canada readers are new to farming (farmed less than 5yrs)
- 50% of Small Farm Canada readers have farmed for 6+ years

Source: 2011 Small Farm Canada Reader Survey

68% of Small Farm Canada Readers Own a Farm

15.4% intend to purchase a Farm during the next 12 months

2012 Publishing Schedule

Issue	Booking Deadline	Material Deadline	Mail Date
Jan/Feb '12	Nov 18 '11	Nov 25 '11	Dec 22 '11
Mar/Apr '12	Jan 20 '12	Feb 3 '12	Feb 22 '12
May/June '12	Mar 23 '12	Mar 30 '12	Apr 24 '12
Jul/Aug '12	May 22 '12	June 1 '12	Jun 23 '12
Sept/Oct '12	Jul 20 '12	Jul 27 '12	Aug 22 '12
Nov/Dec '12	Sept 21 '12	Sept 28 '12	Oct 20 '12

Small Farm Canada magazine influences readers to take action.

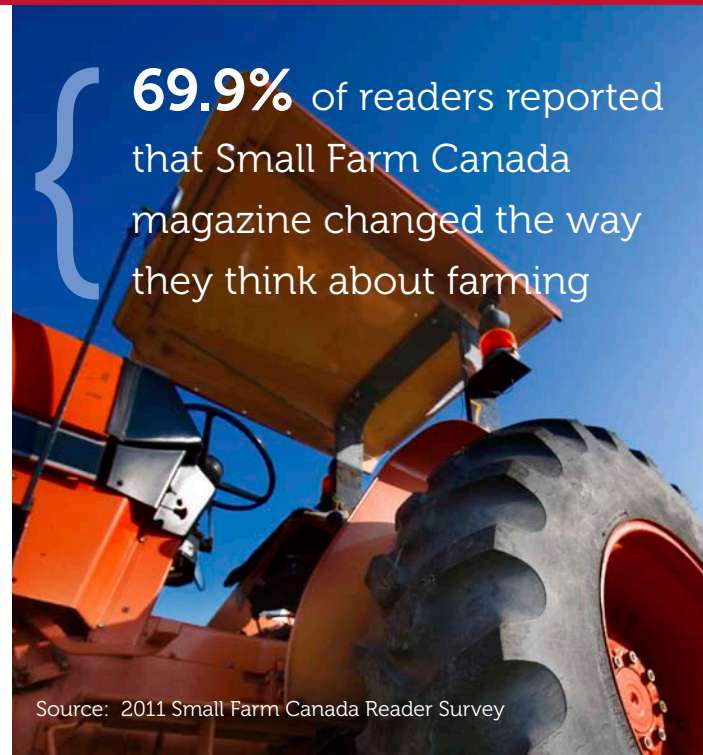
As a result of reading the magazine...

- 38.3% of readers made projects featured in the How-to section of the magazine.
- 39.1% changed the way they grow or raise crops and/or livestock.
- 36.3% have grown or raised crops and/or livestock they read about in SFC.
- 15.3% have written a letter to a politician on a farming related matter.

Small Farm Canada magazine readers influence their peers...

- 77% of readers are asked for advice on farming 1-3X a month.
- 23% of readers are asked for advice on farming more than 4X a month.
- 72.5% of readers report being asked for advice/information on farm-related purchasing decisions by other farmers at least once a month.

Source: 2011 Small Farm Canada Reader Survey



69.9% of readers reported that Small Farm Canada magazine changed the way they think about farming

Source: 2011 Small Farm Canada Reader Survey

43.3% of readers were influenced to make a purchasing decision based on reading Small Farm Canada magazine.

Small Farm Canada magazine readers intend to purchase the following during the next 12 months:

Trailers (Livestock/Equipment)...	23.1%	Shelters/Buildings.....	40%
Pick-up Trucks.....	17.3%	Livestock feed.....	61.5%
Tractors.....	15.9%	Work/Farm clothing	62.2%
All Terrain Vehicles	11.3%	Fertilizer/Chemical	27.9%
Tractor Implements.....	30.6%	Farm real estate.....	15.4%

Source: 2011 Small Farm Canada Reader Survey

EDITORIAL CALENDAR

Jan/Feb 2012

Betwixt land & sea: To farm successfully in Acadia you must be heroically adaptable.

Biological pest control: An effective way to vanquish crop and garden pests is to attack them with even smaller bugs.

This spud's for you: Sweethearts, Ptarmigans, French Fingerlings, and Red Golds... there's a wide, seductive world of potatoes lurking out there.

Great layers: Housing hens for better eggs and a healthier flock

Mar/April 2012

Barn heating: Whether you're putting up a new outbuilding or wanting to make an old one cosier, deciding what type of heating system would work best is a complex task.

Park the plough: A guide to building soil structure with new tillage techniques.

Successful cattle breeding: Tips from the pros on how to get the most from your herd.

May/June 2012

Garlic master: Having spent 20 years in the garlic business, Warren Ham has learned a thing or two about growing and selling garlic.

Horrible pest: The wire worm is an elusive and enduring foe, and increasingly well known to farmers in fields of all sizes, growing crops of all kinds.

Skidding along: How to move farm buildings (and not end up in a funny YouTube video!).

July/Aug 2012

Education & Training Special Issue: A comprehensive guide to training and education courses for small farmers in Canada.

Some like it hot: A guide to the ancient skill of forging.

Farmer, heal thyself: Dealing with allergies is challenging for anyone, but for farmers it can be even trickier.

Sept/Oct 2012

Alternative Energy Special Feature: A practical guide to the latest developments in solar, wind and bio-fuel production.

DIY trailer: Easy-to-build, super-useful, haul-everything utility trailer.

Winter share: The lack of cash flow over the winter months when you're growing field crops in a Northern climate can be a real problem for farmers. Here are three farmers who have found a way to keep selling crops throughout the winter.

Nov/Dec 2012

Annual Seed Buyer's Guide: The best and most thorough listing of seed sources for small farmers!

Useful farm skills: How to hang a barn door.

Animal rights: What consumers want, and increasingly demand, in animal care.



CONTACT US

Moira Trotter

Advertising Manager

Office: 705-503-0174

Fax: 250.478.3979

Toll free: 1.866.260.7985

moiratrotter@sympatico.ca

ads@smallfarmcanada.ca

4623 William Head Road, Victoria, BC, V9C 3Y7

www.smallfarmcanada.ca