

MEDIA KIT

Milk Producer

CANADA'S BEST READ DAIRY MAGAZINE



Proudly supporting the Canadian dairy industry

Milk



DISPLAY ADVERTISING

ADVERTISING RATES

INSERTIONS	1	3	6	9	12
Full page	2554. ⁰⁰	2426. ⁰⁰	2298. ⁰⁰	2235. ⁰⁰	2171. ⁰⁰
2/3 page	1786. ⁰⁰	1680. ⁰⁰	1591. ⁰⁰	1547. ⁰⁰	1503. ⁰⁰
1/2 page	1385. ⁰⁰	1333. ⁰⁰	1277. ⁰⁰	1226. ⁰⁰	1189. ⁰⁰
1/3 page	950. ⁰⁰	903. ⁰⁰	855. ⁰⁰	831. ⁰⁰	808. ⁰⁰
1/4 page	750. ⁰⁰	713. ⁰⁰	675. ⁰⁰	656. ⁰⁰	638. ⁰⁰
1/6 page	496. ⁰⁰	471. ⁰⁰	446. ⁰⁰	434. ⁰⁰	422. ⁰⁰
Dairy showcase	270. ⁰⁰	240. ⁰⁰	230. ⁰⁰	215. ⁰⁰	200. ⁰⁰

MAGAZINE SPECS

FULL PAGE

Type	8.00" x 10.00"
Trim	9.00" x 11.00"
Bleed	9.25" x 11.25"

2/3 PAGE

Vertical	5.25" x 10.00"
Horizontal	8.00" x 6.75"

1/2 PAGE

Square	5.25" x 7.25"
Vertical	4.00" x 10.00"
Horizontal	8.00" x 4.85"

1/3 PAGE

Square	5.25" x 4.85"
Vertical	2.50" x 10.00"
Horizontal	8.00" x 3.25"

1/4 PAGE

Square	5.25" x 3.85"
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1/6 PAGE

Banner	8.00" x 1.50"
Vertical	2.50" x 4.85"
Horizontal	5.25" x 2.50"

DAIRY SHOWCASE

Full	3.75" x 1.75"
Half	1.75" x 1.75"

WEB ADS

Banner	728 x 90 pixels
Box	300 x 250 pixels

INSERTS / OUTSERTS

Wrap your marketing material with the MILK PRODUCER in our polybag. Rates are dependent on size, weight and page count. (Maximum size is 8.5" x 11.00")

INSERTS

1 PAGE	\$ 1,800. ⁰⁰ Ontario dairy farmers only
	\$ 2,400. ⁰⁰ Dairy farmers across Canada (excluding Quebec)
	\$ 2,600. ⁰⁰ Full distribution

GLUE-INS / STITCH-IN RATES

2-4 PAGES	\$ 2,200. ⁰⁰ Ontario dairy farmers only
	\$ 2,800. ⁰⁰ Dairy farmers across Canada (excluding Quebec)

ISSUE AND CLOSING DATES

ISSUE	BOOKING	MATERIAL	MAILING
January	12/08/2020	12/22/2020	01/11/2021
February	01/12/2021	01/22/2021	02/15/2021
March	02/09/2021	02/19/2021	03/15/2021
April	03/09/2021	03/24/2021	04/12/2021
May	04/13/2021	04/23/2021	05/17/2021
June	05/11/2021	05/21/2021	06/14/2021
July	06/08/2021	06/25/2021	07/12/2021
August	07/13/2021	07/23/2021	08/16/2021
September	08/10/2021	08/20/2021	09/13/2021
October	09/07/2021	09/24/2021	10/11/2021
November	10/12/2021	10/22/2021	11/15/2021
December	11/09/2021	11/23/2021	12/13/2021

Read Us Online

www.milkproducer.ca

**FOLLOW DFO
ON SOCIAL MEDIA**



@OntarioDairy

MILK PRODUCER magazine is the official publication of Dairy Farmers of Ontario. Launched in 1925, this award-winning monthly publication reaches all licensed dairy producers across Canada (excluding Quebec).

Owned by Canadian dairy farmers, the magazine is a reflection of the Canadian dairy industry. The editorial content provides authoritative insight and proven ideas on global and domestic issues through a distinctly Canadian perspective.

Our magazine is targeted to all licensed milk producers, family farm members, as well as qualified decision-makers on the farm - the ones with the authority to choose or recommend products and services.

EDITORIAL LINE-UP

January - How Covid has impacted the dairy industry

February - Robotic milking landscape

March - Emerging diseases

April - Farm succession planning

May - Women in Agriculture

June - Fire prevention

July - Milk Transporters

August - New entrants program

September - Mental health

October - Fall harvest

November - Farm growth / diversification

December - Interview with past DFO chairs

Every month Milk Producer has a number of regular features, including the latest research, herd health, feed, farm management, financial issues and mental health, as well as DFC's proAction program, veterinary issues and farm safety. Unique is a complete market summary and producer prices across Canada. Milk Producer also includes a producer, processor or retailer profile in every issue.

**Milk
Producer**
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PUBLISHER

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Reaching dairy farmers across nine provinces

Ontario	3817
New Brunswick	174
Nova Scotia	210
Prince Edward Island	157
Newfoundland	39
Manitoba	260
Saskatchewan	162
British Columbia	338

**Alberta dairy farmers are moving to a subscription base. Actual subscribers will be confirmed throughout the year.*

Total industry partners in nine provinces

Veterinarians, dairy industry organizations, Quebec subscribers, Canadian subscribers.

(Universities, extension suppliers, provincial marketing boards, media, government)

TOTAL CIRCULATION 7,534



3,351 dairy farms
in Ontario



10,000+

Ontario farmers and families are
supported by their dairy farms

1,037,000 litres of
milk **donated** by local
dairy farmers to
Ontario **food banks**



1,126,194 servings
of milk were
provided through
DFO's Breakfast
Program

14,598,312

servings of fresh milk delivered to Ontario schools
via the Elementary School Milk Program



3,071,319,615 litres of milk
shipped in 2019-20

4.1% YOY increase

in fluid milk market on a volume basis



220 trucks
transporting
milk in Ontario

75

dairy processing
plants in Ontario

\$2,433,534,340

farmgate value of milk sales

