

BC Holstein

NEWS

YOUR CONNECTION TO EVERY DAIRY FARM IN BC! WRITTEN FOR FARMERS, BY FARMERS

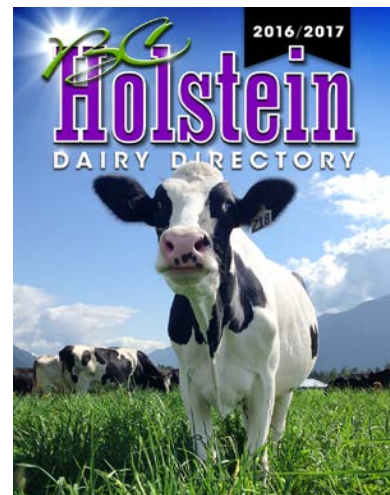
Media Kit  
2017



Celebrating  
38 years in  
publication!

BC Holstein News and the Annual Directory are niche publications that focus solely on the BC dairy industry and the vibrant community behind it – the people, the cows, and the farms that are home to both!

If you have a dairy or farm-related product or service and you want to connect to the heart of the BC dairy industry, you've come to the right place – BC Holstein News.



**Contact:**

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www.holsteinnews.com

# Our Readers – Loyal and Engaged!

BC Holstein News is your positive-vibe link to an incredibly targeted customer base!

The BC dairy community is close-knit and supportive. They love what they do and are eager to share and learn from one another.

They are dairy farmers, yes, but our readers are also veterinarians, financial advisors, and purveyors of farm equipment and services of every description. They are lawyers, carpenters, plumbers, educators, students, photographers – you can see where we are going here – a diverse community with a common interest.



## Dairy Industry of BC – Fast Facts

- BC's 542 dairy farms produce 658.5 million litres of milk and generate \$493.8 million in farm cash receipts
- Approximately 95% of all farms in BC are **family owned** and run.
- Dairy farmers are committed to **environmentally sustainable** practices. They utilize these practices through soil conservation, setting limitations on the amount of energy and water in dairy production, and by utilizing renewable energy technology on their farms.
- Dairy producers directly employ an **estimated 4,031 workers**, representing \$89.4 million in wages and 11.8 per cent of BC agricultural jobs.
- Approximately **\$2.2 billion** is generated by the dairy industry value chain in economic output, contributing an estimated \$637 million to GDP.
- An estimated **5,600 jobs** are supported directly by the dairy producers (4,031) and processors (1,570), with a further 5,184 in related industries.

## From the Publishers' Desk at Dream Acres Dairy

*We just don't write about dairy farmers... we are dairy farmers! We have the unique perspective of being personally affected by the issues in the dairy industry that we report on. We have personal connections with the people, products, and processes of dairy farming in BC. These personal connections run deep throughout the entire dairy community.*

*We gather news attending all local dairy shows and sales, seminars and conferences – compiling information and results, and taking those vibrant photos! Because we farm ourselves, we have a personal relationship with the agri-businesses as a customer and colleague.*

*We tell the personal side of the dairy story. We talk to the people behind the cows. We focus on the positive side of the industry and celebrate what's great about being dairy farmers!*

*Karen & Gary Booy  
Publishers & Dairy Farmers*



## BC Holstein News Distribution Breakdown:

**Canada Post mailing list: 1700**

Farmers: 783  
Herdsman: 22  
Retired Farmers: 109  
Agribusinesses: 572  
Paid Subscribers: 147  
Other: 67

### Deliveries to local agribusinesses:

Lower Mainland: 500  
Okanagan: 250  
Vancouver Island: 250

### Special events:

Conventions: 250  
Shows: 150



# BC Holstein News – Editorial Themes

## Winter | Innovation | February

- The latest in technology, trends and techniques
- Coverage of the Pacific Ag Show and BC Dairy Farm Tours

## Spring | Cow Comfort | April

- Cow health and comfort
- Coverage of the BC Spring Show

## Summer | Milk Production | June

- Achieving excellence in milk production
- Dairy Herd Improvement (DHI) awards results

## Fall | Harvest | October

- Genetics – what's new, what's happening
- Results – Summer shows and 4-H

## Christmas | Building for the New Year Issue | December

- Advancements in construction and robotics
- An old fashioned country Christmas theme celebrating the holiday spirit

## Regular Features / Columns

- Coming Up - the calendar of Dairy Events
- BC Branch News
- Observations from the Field
- A Vet's Notes
- Industry Updates
- Financial Focus
- Top BCA Records
- News from 4-H
- Udder News - sharing life landmarks within the dairy community

## Contact Us:

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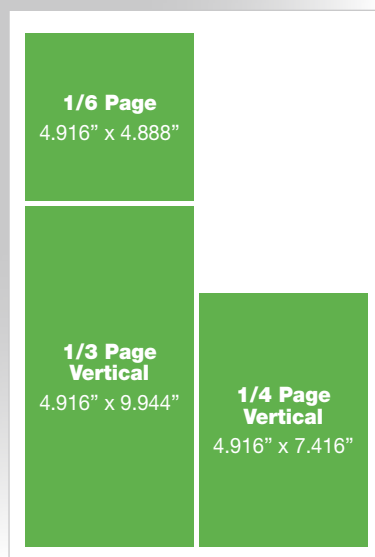
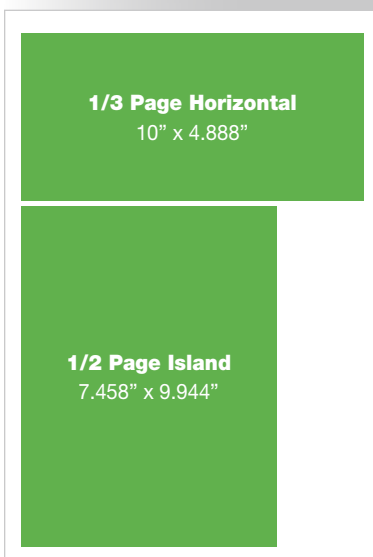
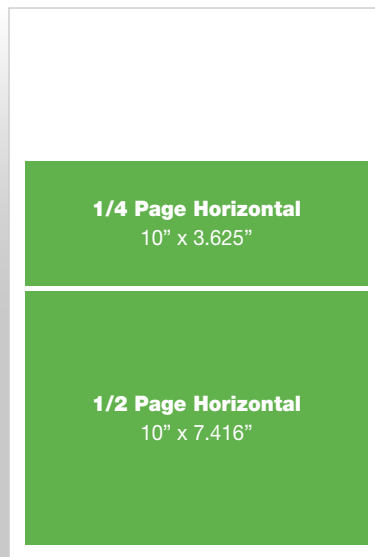
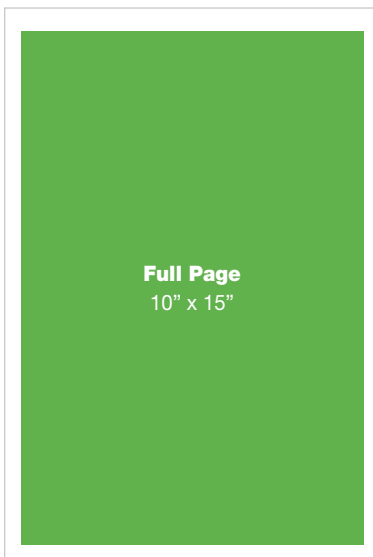
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# BC Holstein News 2017 Deadlines & Specifications

| Issue / Theme                       | Space Deadline /<br>Ads that Require Set up | Digital Material<br>Deadline | In the Mail |
|-------------------------------------|---|------------------------------|-------------|
| <b>2017</b>                         |   |                              |             |
| Winter   Innovation                 | January 13                                  | January 20                   | February 14 |
| Spring   Cow Comfort                | March 3                                     | March 10                     | April 4     |
| Summer   Milk Production            | May 5                                       | May 12                       | June 6      |
| Fall   Harvest                      | September 1                                 | September 8                  | October 3   |
| Christmas   Construction & Robotics | October 27                                  | November 3                   | November 28 |



## Newsprint / Tabloid Format 11 x 16.625

| Ad Sizes                | Width x Depth |
|-------------------------|---------------|
| Full Page               | 10 x 15       |
| Half Page Island        | 7.458 x 9.944 |
| Half Page Horizontal    | 10 x 7.416    |
| Third Page Horizontal   | 10 x 4.888    |
| Third Page Vertical     | 4.916 x 9.944 |
| Quarter Page Vertical   | 4.916 x 7.416 |
| Quarter Page Horizontal | 10 x 3.625    |
| Sixth Page              | 4.916 x 4.888 |

## Ad Submission Guidelines

Accepted file formats: PDF (distilled press quality), InDesign or QuarkXPress (collected with supporting fonts and images), Illustrator EPS (fonts must be converted to outlines).

## Images:

All images must be CMYK or grayscale at 300 dpi. Images may be TIFF, JPEG (high quality) or EPS. Low resolution JPEG files will not be accepted.

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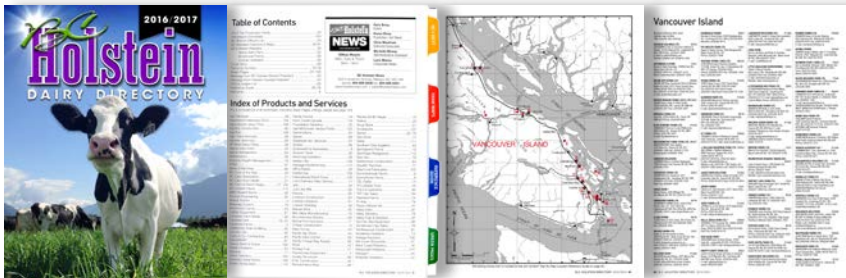
# BC Holstein Annual Directory Deadlines and Specifications

## 2017 Schedule

**Early Bird Deadline:** December 16, 2016

**Deadline:** February 3, 2017

**In the Mail:** May 2017



The industry's go-to reference guide.

Magazine-style format, gloss paper stock, spiral-bound – 116 Pages of Dairy Excellence! The Directory is used as a year-round reference guide by dairymen and supporting agribusinesses throughout the year.

Featuring premium ad spaces and unique reference sections including the Green Pages.

**Full Page**  
Image:  
7.375" x 9.875"  
Trim:  
8.375" x 10.875"  
With Bleed:  
Add 1/4 Around =  
8.875" x 11.375"

**1/4 Page Horizontal**  
7.375" x 2.3437"

**1/3 Page**  
7.375" x 3.1806"

**1/2 Page Horizontal**  
7.375" x 4.8542"

**1/2 Page Vertical**  
3.6042" x 9.875"

**1/8 Page**  
3.6042" x 2.3437"

**1/4 Page Vertical**  
3.6042" x 4.8542"

**Cover Page Sizes**      **Width x Depth (inches)**  
Full Page (Image Area)    8 x 10  
Full Page Trimmed size    9 x 11  
Add 1/4" all four sides for bleed

*NOTE: The Directory is spiral bound. It is critical to keep all live text and images within the 7.375 x 9.875 image area.*

**Text & Tab Page Sizes**    **Width x Depth (inches)**  
8.375 x 10.875

**Ad Sizes**      **Width x Depth (inches)**  
Full Page (Image Area)    7.375 x 9.875  
Full Page Trimmed size    8.375 x 10.875  
Add 1/4" all four sides for bleed

Half Page Horizontal      7.375 x 4.8542  
Half Page Vertical        3.6042 x 9.875  
Third Page Horizontal    7.375 x 3.1806  
Quarter Page Horizontal 7.375 x 2.3437  
Quarter Page Vertical    3.6042 x 4.8542  
Eighth Page                3.6042 x 2.3437

### Ad Submission Guidelines

Accepted file formats: PDF (distilled press quality), InDesign or QuarkXPress (collected with supporting fonts and images), Illustrator EPS (fonts must be converted to outlines).

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# Advertising Rates

## BC Holstein News

Tabloid newspaper, published five times a year, in sync with the dairy industry's seasonal calendar.

- Bi-monthly display advertising.
- Pay as you go or save 10% through an annual buy - 5 issues

| Full Colour          | 1x     | 5x     |
|----------------------|--------|--------|
| Full Page            | \$1195 | \$5378 |
| Half Page Island     | \$825  | \$3712 |
| Half Page Horizontal | \$775  | \$3488 |
| One Third Page       | \$700  | \$3150 |
| One Quarter Page     | \$645  | \$2902 |
| One Sixth Page       | \$545  | \$2452 |

| One Spot Colour - Standard red, blue or green |        |        |
|---|--------|--------|
|   | 1x     | 5x     |
| Full Page                                     | \$1195 | \$5378 |
| Half Page Island                              | \$825  | \$3712 |
| Half Page Horizontal                          | \$775  | \$3488 |
| One Third Page                                | \$700  | \$3150 |
| One Quarter Page                              | \$645  | \$2902 |
| One Sixth Page                                | \$545  | \$2452 |

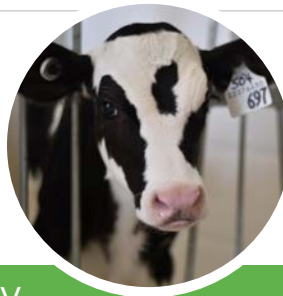
| Black Only           | 1x    | 5x     |
|----------------------|-------|--------|
| Full Page            | \$895 | \$4027 |
| Half Page Island     | \$675 | \$3037 |
| Half Page Horizontal | \$625 | \$2812 |
| One Third Page       | \$550 | \$2475 |
| One Quarter Page     | \$495 | \$2227 |
| One Sixth Page       | \$395 | \$1777 |

| Billboard Ads - Black only   |                     |       |
|--|---------------------|-------|
| Rates are for one year / five issues, and are billed at the time of first insertion. |                     |       |
| Small  | 2.375" w x 2.083" d | \$545 |
| Medium   | 4.916" w x 2.083" d | \$645 |
| Large  | 7.458" w x 2.083" d | \$745 |
| X-Large  | 10" w x 2.083" d    | \$845 |

### Inserts

Mail your leaflet or brochure to every dairy farmer in BC for only \$500.

*You provide the flyers, we do the rest.*



Book Five Issues and **SAVE 10%!**

Book your Directory ad along with your BCH News ads and **SAVE 10%!**

## BC Holstein Annual Directory

Magazine-style format gloss publication, features four cover-weight section dividers and bound with durable spiral wire-O binding.

### Cover Positions

|                   |        |
|-------------------|--------|
| Outside Back      | \$3460 |
| Inside Front/Back | \$2675 |

### Tab Section Dividers - 6: FP, 4 Colour, cover weight stock \$1875

- |                            |                   |
|----------------------------|-------------------|
| 1. Farmer Owned & Operated | 4. Farm Maps      |
| 2. BC's Best               | 5. Reverse Lookup |
| 3. Farm Listings           | 6. Green Pages    |

| Display Ads  | 4-Colour | One Spot Colour* | Black Only |
|--------------|----------|------------------|------------|
| Full Page    | \$1770   | \$1375           | \$1195     |
| Half Page    | \$1250   | \$1130           | \$950      |
| Quarter Page | \$1025   | \$905            | \$725      |
| Eighth Page  | \$875    | \$755            | \$575      |

\*Standard red, blue, green

### Green Pages Listings

Basic Listing – \$150

*Additional phone numbers are \$25 ea.*

*Green Page listings are free with the purchase of a display ad.*