

# Canola Digest Media Kit 2009 - 2010

In 2009-2010 the official publication of Canada's canola growers will go through an exciting revamping process with the year's four issues experiencing updates to both look and content. Digest is being redesigned to emphasize its roots as the primary information source for canola growers. Therefore, farmers will be the focus with a continued emphasis on "What does this mean to a canola grower?" These changes come on the heels of a two-year agreement signed with AdFarm for coordination services in the production and publication of *Canola Digest*.

Also, a newly-established Editorial Board consisting of industry members and growers is already providing valuable direction and will continue to be consulted during the publishing season for story angles and contacts.

Digest is celebrating its 10-year publishing history by including special sections in the next four editions to commemorate the occasion.

## **October – "This Year's Harvest"**

- This issue will have a spotlight on the current year's harvest and will provide an analysis of the past year in agronomy.
- Articles will feature a summary of agronomy information from the past year, seed variety information, a look into future canola traits, industry funded health research, and results from a Health Canada Survey on trans and saturated fats.

## **December – "The Crop, the Crush, the Markets"**

- This issue will focus on the crop, crushers and markets for Canadian canola.
- Included in editorial content this issue will be challenges and opportunities in the export market, progress toward the 2015 Growing Great goal, a U of M study on the environment and genetics, a look into diabetes research and also how safety net programs are working for growers.

## **February – "Planning for Profit"**

- This issue will take a look at the importance of planning in order for farmers to increase the profitability of their operations.
- Major topics covered in this issue will be a canola resource guide for farmers, planning tools for farmers, agronomic research results, the latest information from the CanolaInfo program, and a preview of the Canola Council of Canada convention in San Francisco.

## **March – "Where in the World is Canola?"**

- This issue will center on where Canadian canola is marketed around the World
- Highlights from this issue include market potential for Canadian canola, sustainability as a market advantage, the future of specialty oil products, spring planning based on the market, and the health benefits of canola.

## RESEARCH ON MARKETS

### **CANOLA DIGEST IS THE OFFICAL PUBLICATION OF CANADA'S CANOLA GROWERS – It is produced by growers for growers**

Canola Digest is a trusted, independent source for canola industry news, updates and information on products, technology and trends. This is the growers' publication, so they have a vested interest in their advertisers and the products and services they represent.

The Canadian Circulations Audit Board audits the Canola Digest every six months. Our latest audit statement for 2008 shows that Canola Digest has a qualified circulation of 53,936 grower members and others allied to the field, including producers of cereals, other oilseeds, pulses and other special crops, and livestock. The circulation is guaranteed 100 percent hands-on with growers who have delivered canola to buyers within the last two years. Other publications often have many free subscriptions that include non-growers who would not share the same level of interest.

### **HERE'S HOW WE COMPARE**

Stretch your advertising dollar to new heights. Canola Digest reaches more western Canadian farms at a lower cost per thousand of readers than Top Crop Manager, Canola Pulse or Country Guide. This means you pay less to reach more farmers by placing advertisements in Canola Digest.

<b>PUBLICATION</b>	<b>CIRCULATION</b>	<b>1XFP 4C RATE</b>	<b>CPM-GROSS</b>
<b>Top Crop (West)</b>	29,085	\$5,680.00	\$195.28
<b>Canola Pulse</b>	25,052	\$5,933.00	\$236.82
<b>Country Guide (West)</b>	30,000	\$6,631.60	\$221.03
<b>Canola Digest</b>	53,936	\$7,965.00	\$147.67

- **Source:** CARD 2008

Canola Digest goes to the biggest farms, to the most farm purchasing decision-makers, and has the most farms reached for lowest cost per thousand of readers. Canola Digest has experienced and expert editorial, sourced by growers for growers, compiled by award-winning writers and editors. It all adds up to the Canola Digest being the best investment for your farm advertising dollar.

## GEOGRAPHICAL BREAKDOWN-WEST

	MB	SK	AB	BC	TOTAL
<b>Top Crop (West)</b>	6,207	12,177	10,287	329	29,085
<b>Canola Pulse</b>	9,339	8,205	7,149	120	25,052
<b>Country Guide (West)</b>	2,241	4,633	5,027	537	30,000
<b>Canola Digest</b>	7,244	29,454	16,202	377	53,936

- **Source:** CARD 2008

## NEW LOOK, NEW CONTENT

Recently a two-year agreement has been signed with AdFarm, an agricultural marketing communications company headquartered in Calgary. AdFarm will be in charge of coordination services in the production and publication of *Canola Digest*. As part of the new agreement, AdFarm is partnering with Alberta-based WTR Media Sales to provide all advertising sales responsibilities for *Canola Digest*.

We're looking forward to these changes. Working together with AdFarm and WTR Media, we will ensure the continued production of a valuable and informative editorial and advertising vehicle for the Canadian canola industry. And while our production and advertising sales partners have changed, all editorial direction remains with the Grower Communications Advisory Team (GCAT), who will continue to engage *Canola Digest* editor Debbie Belanger. The GCAT consists of representatives from the Alberta Canola Growers Commission, SaskCanola, Manitoba Canola Growers Association and the Canola Council of Canada.

## STRATUS HIGHLIGHTS: CANOLA DIGEST GOES STRAIGHT TO THE TARGET

- 60% of those surveyed received Canola Digest among their farm publications, placing Canola Digest above other publications such as Country Guide and Canola Guide
- Of the 17 publications rated in the survey, Canola Digest had a readership that was higher than average among growers aged 45 to 54 years.
- Comparing 17 publications, Canola Digest readers have the third largest number of acres in production, and the most acres of canola in production.
- They are listening! About 60% of respondents rated Canola Digest as Good to Excellent for useful agronomic information.

## **IN 2008**

Prairie farmers harvested a record 12.643 MT of canola in 2008 on a record 16.040 million acres. Average yield was 34.7 bushels per acre. The quality of the crop was also excellent, with near record oil content of 44.3%. As well, canola is enjoying the highest farm cash receipts of any Canadian crop.\*

By advertising in Canola Digest, you are supporting Canada's canola growers in their communications. Digest operates on a break-even basis and when the magazine has a loss, canola growers cover that loss. Your support helps growers in improving canola production and profitability. Your support is noticed by the growers because it affects them directly.<sup>1</sup>

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<sup>1</sup> **Source:** Canola Council of Canada Annual Report 2008