

leBulletin des agriculteurs

The reference in new technology

2018 – 2019

Media Kit

100
years
AND STILL
FORWARD-LOOKING

Three generations of Gauthier paused in a field of soybeans located in Saint-Théodore-d'Acton. They are among the leading farmers in Québec for soil conservation practices.



LB0926

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THE REFERENCE OF THE DECISION-MAKERS

Le Bulletin des agriculteurs is THE magazine that can facilitate farmers' work while boosting their income. It contains articles on crop, livestock and farm machinery innovations. Every issue is a contribution to the advancement of local agriculture.



Founded:	February 2 nd , 1918
Frequency:	11 issues per year
Format:	8.125 x 10.75 in.
Number of pages:	72 pages
Prints:	10,000 copies
Circulation:	Paid subscriptions



1 Century
of quality articles
(1918-2018)

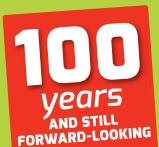
5 Areas of expertise
Crops – Livestock farming –
Agricultural Machinery
Management – New technologies

8 Specialized
Guides

3 Newsletters
per week
Le Bulletin Express is the
Quebec farmers' preferred
digital source of information

3 Major Awards
in the agri-food sector
- Best French Canadian Magazine (CAMA)
- Best Newsletter, Roger-Blais Award (ACRA)
- Best Brand Packaging, Canadian Online
Publishing Awards (COPA)

PORTRAIT OF A CENTURY-OLD BRAND



35,540
Readers each month
All media combined

3 Synergistic
medias:
- Magazine
- Web Site
- Newsletter

12 Writers
specialized in agriculture



10 GOOD REASONS TO ADVERTISE IN LE BULLETIN



Frédéric Dubois of Plessisville, has built a greenhouse and uses it as a barn for his herd. He would never turn back to a conventional barn.

1

Quality content

For more than a century, **Le Bulletin** has been providing timely, forward-looking content for readers that is objective, reliable and well-written.

2

A readership of decision makers

Our readers are the decision makers in our industry and we are committed in joining them in their daily activities.

3

A broad range of sectors

We publish an editorial package for farmers of all sectors of agriculture in Quebec (field crops, dairy, beef, pork, poultry, fruits and vegetables).

4

Specialized Guides

Each year we publish specialized guides that have become references in the agriculture sector (tractors, corn, soybeans, cereals, forages, potatoes).

5

More reading time

With an average of more than 30 minutes of reading time per issue, **Le Bulletin** is a monthly magazine that farmers take time to read.

6

Focused content

The content specifically written for our e-newsletter helps keep farmers up to date on agricultural news. *Le Bulletin Express* is the most popular newsletter for Quebec farmers.

7

Optimized Web Site

Our website has been designed to fit all types of mobile devices. Our original content also includes informative videos that boost traffic and visibility for advertisers.

8

Influential magazine

According to an independent survey conducted in 2016, the content published on our website and in our magazine is the main source of information used to select agricultural supplies before any purchase decision is made.

9

Our belongingness to the Quebec agricultural community

Le Bulletin provides content that reflects Quebec agriculture. In addressing specifics of the province's farming sector while promoting Quebec agricultural enterprises, we demonstrate our support of the farm community.

10

Backbone of the Quebec economy

More than a mere media, **Le Bulletin des agriculteurs** is passing on knowledge to help Quebec agricultural enterprises flourish. It is the perfect place to showcase your product!

WHO ARE OUR READERS?

80%

of **Le Bulletin's** readership generates **\$100,000** in farm gate revenues.



- \$100,000	Gross farm revenue	+ \$100,000
15,092	Number of farms in Quebec	13,827
4%	Total (%) gross income of Qc farms	96%



Le Bulletin reaches farms that make a **DIFFERENCE**

THEIR AGE

25 - 34	6%
35 - 44	10%
45 - 54	26%
55 - 64	39%
more than 65	19%

WHAT THEY GROW

Corn	50%
Soybeans	49%
Small grains	43%
Forage plants	33%
Fruits and vegetables	26%
Other productions	33%

ANIMALS THEY RAISE

Dairy	38%
Beef	23%
Pork	14%
Poultry	16%
Other	28%

54
Average age
of Quebec
farmers

10,000
Copies
distributed
each month

8,500
Paid
subscribers

2+
Readers on
average
per issue

72%
of **Le Bulletin's** readers
are involved in the
purchase decisions
on the farm

ROLE IN THE DECISION MAKING OF THE FARM EXPENSES AND PURCHASES

I'm responsible of the majority of the decisions	41%
I'm not alone in making the decisions	31%
I'm not involved in the decision process	28%



EDITORIAL MISSION STATEMENT

Sharing knowledge and promoting innovation to help Quebec agricultural enterprises flourish.

2018/2019 EDITORIAL CALENDAR

ISSUE	EDITORIAL HIGHLIGHTS	SPECIAL DISTRIBUTION * Extra copies for event distribution	MAILING DATE	SPACE RESERVATION	MATERIAL CLOSING
November	Soybean and cover crops Animal nutrition Soybean seed guide	Poultry Conference (650*) Potatoe Symposium (250*) Farm Management Conference (250*)	November 1 st	October 4	October 10
December	An exceptionnal cow-calf-beef producer Cereals seed guide	Porc Show (1000*)	December 3	November 1 st	November 7
January	An innovative dairy producer Soil fertility and nutrient special	St-Hyacinthe (400*) & Quebec Farm Shows (400*)	January 2	November 28	December 5
February	The next generation of farmer Soil preparation Guided tour of a new dairy barn Potato guide	Scientific Dairy and Forage Plant Conference (250*) Cash Crop Conference (500*)	February 4	January 9	January 16
March	Mastering precision agriculture New crop protection solutions for cash crops Milking robots, Apple focus Seed treatment guide, Tractor guide 1 Forage and Grassland guide	Dairy Conference (600*)	March 7	February 6	February 14
April	A visionary hog producer Soil drainage, Dairy & Beef animal health Artificial intelligence Tractor guide 2	Agricultural Outlook Conference (250*)	April 1 st	March 6	March 13
May	Successful haymaking Fertilization, Ventilation Seed forage guide		May 1 st	April 3	April 10
June	Growing cereals in Northern Quebec Spraying special Manure management		June 1 st	May 1 st	May 8
July/August	Innovation in raspberry production Combines special, Hog animal health, Expo-champs Demonstrations overview	Expo-Champs (500*)	July 2	June 5	June 12
September	Animal welfare innovative solutions Corn silage, Soil preparation, Nutrition	Annual Meeting Quebec Agronomists (400*)	September 5	August 7	August 14
October	A successful corn producer Calf management Corn seed guide	Dairy Symposium (325*)	October 3	September 4	September 11
November	Mastering soybean production Animal nutrition Soybean seed guide Forage and Grassland guide	Poultry Conference (650*) Potatoe Symposium (250*) Farm Management Conference (250*)	November 1 st	October 2	October 9
December	An innovative beef producer Agricultural insurance Cereals seed guide	Porc Show (1000*)	December 2	October 30	November 6

RATES AND SPECIFICATIONS | MAGAZINE

DIGITAL FILE SPECIFICATIONS

Trim Size:	8.125 x 10.75"
Binding:	saddle-stitched
Halftone line screen:	150
Dot gain:	Dot gain 20%, SWOP coated
Printing:	Heat-set web offset

SAFETY MARGINS (measured from trim size): for spreads 0.375" from gutter, 0.625" sides, 0.375" top and bottom; for full page ads 0.625" sides, 0.375" top and bottom. to avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area to 15" x 10" maximum for double-page spreads, and 7" x 10" maximum for full page ads. Bleed ads must have a minimum of .25" bleed allowance on head, foot, and fore edge. crop/registration marks should have an off set of .25" (18pts) beyond trim.

ELECTRONIC MATERIAL Electronic files should arrive in press-ready acrobat pdf format (8.0 compatible). when saving a file in pdf format, please embed all fonts and limit photo resolution to 300 dpi. colour ads must have CMYK colour applied to all elements, RGB images are not acceptable.

- ▶ Files can be sent electronically by e-mail to ads@lebulletin.com
- ▶ Or upload by ftp to vip.fbcpublishing.com

PLEASE NOTE: We DO NOT ACCEPT ads in microsoft word or publisher format. All files will be reviewed to ensure they meet glacier farmmedia pre-press standards. Clients will be contacted regarding any modifications required.

COLOUR GUIDANCE: An accurate colour proof must accompany all advertising materials. In the absence of a colour proof, publisher will not be held responsible for unsatisfactory colour reproduction.

INK DENSITY: Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

FINE LINE WORK AND LETTERING: Fine serifs, small lettering, and thin line work should be restricted to one colour and preferably not smaller than 7 point. The use of small lettering (under 7 points) and fine serifs should be avoided. publisher can not accept responsibility for reproduction and/or legibility of any type under 7point.

Rates effective as of June 1st, 2018 (in \$)

FORMATS	1X	3X	6X	9X	12X	18X
LE BULLETIN						
1 page	6440	6250	6095	5825	5630	5510
2/3 page	5360	5180	4945	4725	4570	4475
1/2 page	4005	3890	3710	3530	3425	3345
1/3 page	2800	2725	2600	2485	2390	2340
Banner	2255	2185	2130	2040	1975	1930
COVERS						
OUTSIDE	7980	7810	7620	7275	7045	6885
INSIDE FRONT	7660	7500	7315	6985	6750	6610
INSIDE BACK	7660	7500	7315	6985	6750	6610
DAIRY AND BEEF						
1 page	3860	3710	3570	3430	3370	
2/3 page	3240	3125	3000	2875	2825	
1/2 page	2660	2560	2460	2380	2345	
1/3 page	2150	2080	2005	1930	1870	
Banner	1920	1850	1785	1730	1710	
HOG AND POULTRY						
1 page	3805	3395	3160	3000	2870	
2/3 page	3035	2835	2735	2625	2530	
1/2 page	2550	2400	2320	2225	2135	
1/3 page	2075	1985	1900	1830	1770	
Banner	1875	1800	1745	1670	1605	
FRUITS AND VEGETABLES						
1 page	3525	3355	3190			
2/3 page	3060	2895	2760			
1/2 page	2585	2450	2330			
1/3 page	2105	2000	1890			
Banner	1825	1745	1645			
WEATHER PAGE						
Earlug	840	805	765	725		

Black & White rates available upon request.

CREATIVE OPPORTUNITIES:
Inserts, polybags, gatefolds and other unique advertising solutions are available on request.

Ad Dimensions (in inches)

FORMATS	NON BLEED DIMENSIONS	BLEED AD DIMENSIONS	
	LIVE AREA	TRIM	BLEED*
Dbl. Page Spread	15.125 x 10	16.25 x 10.75	16.75 x 11.25
Full Page	7 x 10	8.125 x 10.75	8.625 x 11.25
2/3 Page	H : 7 x 6.5 V : 4.58 x 10	H : 8.125 x 6.9 V : 5.125 x 10.75	H : 8.625 x 7.4 V : 5.625 x 11.25
1/2 Page Spread	15.125 x 5	16.25 x 5.4	16.75 x 5.9
1/2 Page	H : 7 x 5 V : 3.333 x 10	H : 8.125 x 5.4 V : 3.9 x 10.75	H : 8.625 x 5.9 V : 4.4 x 11.25
1/2 Page Island	4.58 x 7.5		
1/3 Page	H : 7 x 3.375 V : 2.167 x 10 C : 4.58 x 5	H : 8.125 x 3.75 V : 2.73 x 10.75	H : 8.625 x 4.25 V : 3.23 x 11.25
Banner	7 x 1.875	8.125 x 2.375	8.625 x 2.5
Ear Lug	3 x 0.75		
Outside Back Cover	7 x 10	8.125 x 10.75	8.625 x 11.25
Inside Back Cover	7 x 10	8.125 x 10.75	8.625 x 11.25
Inside Front Cover	7 x 10	8.125 x 10.75	8.625 x 11.25

* Bleed ad size dimensions include 0.25 in. bleed on all sides

Distinction:

Best French Canadian Magazine
Canadian Agri-Marketing Association



ADVERTISING CONTACT

TORONTO

Lillie Ann Morris

Sales Representative

Tel: 905 838-2826

Fax: 905 838-3169

Email: lamorris@xplornet.com

SUBMITTING AD MATERIALS

AD SERVICES CO-ORDINATOR

Le Bulletin des agriculteurs

1666 Dublin avenue,
Winnipeg, MB R3H 0H1

Tel: 450 486-7770 Ext. 226

Email: ads@lebulletin.com

FTP: vip.fbcpublishing.com



RATES AND SPECIFICATIONS | WEB

NEWSLETTER

INFO ON DEMAND

Thirsty for information, producers rely more and more on their computer, tablet or cellphone to get information. Most of them regularly check their mailbox which is still seen as a valuable method of communication.

Sent three times a week, ***Le Bulletin Express*** contains columns, blogs, analyses, technical pieces of advice, and news on crops and breeding.

Its content is optimized for the web and is 80 percent different from the magazine's content. ***Le Bulletin Express*** clearly responds to a need. Launched in 2010, it has more than 6,000 subscribers.

Its open rate is twice as high as the average rate in the industry and its click rate is four times higher!

AD SIZES AND RATES

FORMAT	SPECIFICATIONS	MONTHLY
Superbanner	728 x 90 px	\$1,845
Box 1	300 x 250 px	\$1,845
Box 2, 3 and 4	300 x 250 px	\$1,640
Banner at the bottom of the page	728 x 90 px	\$1,520

SPECIFICATIONS

File types: jpg, gif, animated gif.

Size: jpg and gif: 45 Kb max., animated gif: 200 Kb max.

EXCLUSIVE EMAIL CAMPAIGN

Exclusive advertising eblasts are available.

ADVERTISING CONTACT

TORONTO

Kelly Dundas

Digital Media Sales Specialist

Tel : 519 619-2140

kelly.dundas@fbcpublishing.com

Distinction:
Best Newsletter,
Roger-Blais Award



Henri Loiselle is a field crops producer from Saint-Marc-sur-Richelieu.



Distinction:
Best Brand Packaging,
Canadian Online Publishing Awards (COPA)

Superbanner 728 X 90

le
BulletinEXPRESS

Météo
Prévisions météo 5 jours

7 MARS 2016

► À LA UNE
Nouveau revenu pour les producteurs de maïs?

Un jour, les producteurs de grandes cultures tireront peut-être un revenu en vendant leurs tiges de maïs. Pro-Ethanol veut utiliser ces résidus pour en faire de la litière.

[Lire la suite →](#)

► DÉFI SOYA



Box 1
300 X 250

Comment lutter contre la brûlure phomopsienne du soya?

La brûlure phomopsienne peut occasionner des pertes de rendement dans le soya, mais elle réduit surtout la qualité et la viabilité des semences.

Dans cet épisode de Défi soya, Pierre Boireau de Bayer CropScience explique comment minimiser les pertes causées par cette maladie. Regardez la vidéo.

[Lire la suite →](#)

► COURS DES GRAINS			
Contrat	Var.	% Var.	Fermeture
Mais (mai)	-0.50	-0.14%	370.00
Avoine (mai)	-1.00	-0.53%	189.00
Ble (mai)	1.75	0.37%	472.75
Soja (mai)	1.25	0.14%	910.25

Relevé le 29 mars à 10h12

Source des données: Xignite

► ÉLEVAGES



Box 2, 3 and 4
300 X 250

Pour éviter la mammite chez la vache laitière

Plusieurs facteurs peuvent favoriser l'apparition de la mammite chez la vache laitière. Des chercheurs ont évalué les risques de contamination dans les litières de sable. Voici ce qu'ils ont découvert.

[Lire la suite →](#)

► PLUS RÉCENTES VIDÉOS		
	le Bulletin en télé	
	Tour du monde des échanges commerciaux 2015	Gérez vos travailleurs saisonniers comme un pro

Visionnez

Banner 728 X 90

TERMS AND CONDITIONS

Rates

The rates will be effective June 1st, 2018, for 12 months. Publisher reserves the right to change the rates at any time with a notice of 60 days. If the rate change is not acceptable to Advertiser or Agency, it may, within 15 days of notification of such rate change, cancel the Agreement without incurring short rate charges. The decreasing rate applies only on the advertiser's commercial advertising; ads published on behalf of other establishments will be billed according to the current rate and the space used. If the first insertion on this contract is not used within two months from date of contract and if, in the meantime, a new rate schedule has been published, the new rates will apply.

Frequencies

Rates are based on total amount of space used in 12 months from date of first insertion. Frequency rates may be applied for combined buys composed of mixed space units; i.e. full page and fractional size ads each count as one toward earned frequency.

Dollar volume discount

Customers buying advertising space in Le Bulletin and select Glacier FarmMedia publications are eligible for a dollar volume discount. The discounts apply to gross advertising dollars spent within a 12-month period in selected Glacier FarmMedia print publications. For Le Bulletin, the 3x frequency rate is used for the calculation.

Gross amount spent	Discount
\$20,001 – \$50,000	2%
\$50,001 – \$150,000	3.5%
\$150,001 – \$250,000	5%
\$250,001 – \$300,000	7.5%
\$300,001 – \$400,000	9%
\$400,001 and more	10.5%

Cancellations

No cancellations of firm run of press (ROP) orders accepted after issue insertion order closing date listed. Reservations for inserts and blow-in cards may be cancelled 2 months prior to closing date. Contracts for special positions and covers are non-cancellable. Failure to maintain contract will result in short rate of accumulated discounts unearned at the time of breaking contract. Any amount due will be billed at the end or at breach of contract.

Payment

Accounts are payable in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment. Publisher reserves the right to change the payment terms to cash with insertion order at any time.

Interest

Charged at current rates on overdue accounts. Le Bulletin is not bound by any conditions, printed or otherwise, on contracts or copy instructions when such conditions conflict with policies covered by this rate card. Verbal agreements are not recognized by the company. Advertisers and Agencies assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims and costs arising therefrom against the publisher. Advertisers and Agencies agree that Le Bulletin may not be held liable for failure, for any reason, to publish any advertisement.

Liability

The publisher shall be entitled to payment as herein provided, upon completing publication of the advertising program and taking reasonable steps to ensure that the magazines containing the ads are distributed. All advertising copy subject to the publisher's approval. The word "Advertisement" will be indicated on any copy which the publisher feels resembles editorial matter. Any claim rendered by the agency against this magazine for rebates on charges made under a contract, for any reason, must be filed with the magazine in writing within sixty (60) days following the expiration of the contract.

Commission

Agency commission: 15% of gross billing allowed on space, colour and position to recognized agencies only. Commission is not allowed on tear sheets, service charges, etc.

Special position

Any specified position subject to the publisher's approval. Additional 15% on the cost. Add \$1,500.00 gross for center page.

Covers

Any advertiser buying a cover position has priority for the same cover and issue the following year. This privilege is lost if the advertiser has not reserved the same space 4 months prior to the closing date of the said issue. Cover orders are noncancellable.

Insertion orders

Insertion orders are requested a minimum of 2 weeks in advance of material closing dates. The renewal date for covers and preferred positions is 3 months prior to issue closing date.

Inserts and reply cards

The binding position of such advertising inserts or reply cards (in relation to top or bottom of magazine page) is variable according to production factors prevailing on a specific issue. Inserts and reply cards cannot be added to regular pages for frequency discounts. Minimum back-up unit of a full page (B&W) or an advertising unit of equivalent rate is required when running a reply card in order to avoid conflict with another advertisement.

ADVERTISING CONTACT

Terry McGarry

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Sales & Special Projects (WESTERN CANADA)

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