

leBulletin

des agriculteurs

The reference in new technology

Succession is assured at Ferme Valupierre in Saint-Laurent-de-l'Île-d'Orléans, a potato production and packaging company. Stéphanie Vaillancourt, a young graduate in agro-economics from Laval University, already has business in hand.

MEDIA KIT

2021

THE REFERENCE OF THE DECISION-MAKERS

Reaching Farmers in ways that matter to them

PRINT COPIES

10,000+ distribution monthly

9,605 certified subscriptions

DIGITAL EDITIONS

1,085 average views / month

NEWSLETTERS


6,176 subscribers


35% average open rate


WEBSITE

65,470 average views / month

SOCIAL MEDIA

2,685 Twitter Followers 

1,690 YouTube channel subscribers 

1,000+ likes on Facebook 

Le Bulletin des agriculteurs is a specialized farm media aiming to facilitate farmers' work while boosting their income. *Le Bulletin des agriculteurs* publishes information on crops, livestock and farm machinery innovations. Our goal is to contribute to the advancement of local agriculture.



10 GOOD REASONS TO ADVERTISE IN LE BULLETIN

1

Quality content

For more than a century, *Le Bulletin des agriculteurs* 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 agricultural 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 des agriculteurs* is a monthly magazine that farmers take time to read.

6

Focused content

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

7

Optimized website

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 media

According to an independent survey conducted by Ipsos Reid, 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 des agriculteurs 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!

Passionate farmer, speaker, star blogger, Paul Caplette has accumulated hats and years of experience on his farm in Saint-Robert, in Montérégie.

2021 EDITORIAL CALENDAR

Editorial Mission Statement

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

ISSUE	EDITORIAL HIGHLIGHTS	SPECIAL DISTRIBUTION	MAILING DATE	SPACE RESERVATION	MATERIAL CLOSING
January	An innovative dairy producer Soil fertility and nutrient special	St-Hyacinthe (400*) & Quebec Farm Shows (400*)	January 4	December 2	December 9
February	The next generation of farmer Soil preparation Guided tour of a new dairy barn	Scientific Dairy and Forage Plant Conference (250*) Cash Crop Conference (500*)	February 1 st	January 6	January 13
March	Le Bulletin Conference summary, Milking parlors Mastering direct seeding, Apple focus New crop protection solutions for cash crops Seed Treatment Guide, Disease & Yield Guide	Dairy Conference (600*)	March 1 st	February 3	February 10
April	A visionary hog producer Soil drainage Dairy & Beef animal health	Agricultural Outlook Conference (250*)	April 5	March 3	March 10
May	Successful haymaking Fertilization, Ventilation	—	May 3	March 31 st	April 7
June	Soil health Small grain and manure management	—	June 7	April 28	May 5
July/August	Fruit and vegetable production Animal health, Combine special Expo-Champs Demonstration Overview	Expo-Champs (500*)	July 5	June 2	June 9
September	Animal welfare Corn silage Animal nutrition Soil preparation	Annual Meeting Quebec Agronomists (400*)	September 1 st	August 4	August 11
October	Corn production Calf management, Traits Guide	Dairy Symposium (325*)	October 4	September 1 st	September 8
November	Soybean production Livestock nutrition	Poultry Conference (650*) Potatoe Symposium (250*) Farm Management Conference (250*)	November 1 st	September 29	October 6
December	Beef production New cereal varieties Agriculture insurance	Porc Show (1000*)	December 1 st	November 3	November 10

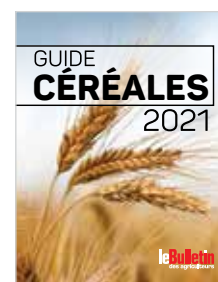
* Extra copies for event distribution

SPECIALIZED GUIDES

Each year *Le Bulletin des agriculteurs* published specialized guides that have become references in the agriculture sector. As the agricultural world is in perpetual motion, staying current with new technologies has become a real challenge for the modern farmer. These guides provide our readers specific agricultural information to make strategic and well-informed decisions for their farm business.

These specialized guides also provide great advertising opportunities to reach farmers as *Le Bulletin des agriculteurs* is the main source of information used to select agricultural supplies before any purchase decision is made.

Additionally, these guides are freely accessible on LeBulletin.com.



CALENDAR 2021

ISSUE	EDITORIAL HIGHLIGHTS	SPECIAL DISTRIBUTION	MAILING DATE	SPACE RESERVATION	MATERIAL CLOSING
February	Potato Guide	Potato agronomist (120*)	February 1 st	January 6	January 13
March	Tractor Guide 1: High Horse Power Models	Dairy Conference (600*)	March 1 st	February 3	February 10
April	Tractor Guide 2: Utility Models	Agricultural Outlook Conference (250*)	April 5	March 3	March 10
May	Forage Seed Guide	—	May 3	March 31 st	April 7
July-August	Cover Crops Guide	Expo-Champs (500*)	July 5	June 2	June 9
September	Corn Silage Guide	Annual Meeting Quebec Agronomists (400*)	September 1 st	August 4	August 11
October	Corn Seed Guide	Dairy Symposium (325*)	October 4	September 1 st	September 8
November	Soybean Seed Guide	Poultry Conference (650*), Potatoe Symposium (250*) Farm Management Conference (250*)	November 1 st	September 29	October 6
December	Cereals Seed Guide	Porc Show (1000*)	December 1 st	November 3	November 10

* Extra copies for event distribution

RATES | MAGAZINE

Rates effective as of June 1st, 2020

FORMATS	1X	3X	6X	9X	12X	18X
LE BULLETIN						
1 page	\$6,440	\$6,250	\$6,095	\$5,825	\$5,630	\$5,510
2/3 page	\$5,360	\$5,180	\$4,945	\$4,725	\$4,570	\$4,475
1/2 page	\$4,005	\$3,890	\$3,710	\$3,530	\$3,425	\$3,345
1/3 page	\$2,800	\$2,725	\$2,600	\$2,485	\$2,390	\$2,340
Banner	\$2,255	\$2,185	\$2,130	\$2,040	\$1,975	\$1,930
COVERS						
OUTSIDE	\$7,980	\$7,810	\$7,620	\$7,275	\$7,045	\$6,885
INSIDE FRONT	\$7,660	\$7,500	\$7,315	\$6,985	\$6,750	\$6,610
INSIDE BACK	\$7,660	\$7,500	\$7,315	\$6,985	\$6,750	\$6,610
DAIRY AND BEEF						
1 page	\$3,860	\$3,710	\$3,570	\$3,430	\$3,370	—
2/3 page	\$3,240	\$3,125	\$3,000	\$2,875	\$2,825	—
1/2 page	\$2,660	\$2,560	\$2,460	\$2,380	\$2,345	—
1/3 page	\$2,150	\$2,080	\$2,005	\$1,930	\$1,870	—
Banner	\$1,920	\$1,850	\$1,785	\$1,730	\$1,710	—
HOG AND POULTRY						
1 page	\$3,805	\$3,395	\$3,160	\$3,000	\$2,870	—
2/3 page	\$3,035	\$2,835	\$2,735	\$2,625	\$2,530	—
1/2 page	\$2,550	\$2,400	\$2,320	\$2,225	\$2,135	—
1/3 page	\$2,075	\$1,985	\$1,900	\$1,830	\$1,770	—
Banner	\$1,875	\$1,800	\$1,745	\$1,670	\$1,605	—
FRUITS AND VEGETABLES						
1 page	\$3,525	\$3,355	\$3,190	—	—	—
2/3 page	\$3,060	\$2,895	\$2,760	—	—	—
1/2 page	\$2,585	\$2,450	\$2,330	—	—	—
1/3 page	\$2,105	\$2,000	\$1,890	—	—	—
Banner	\$1,825	\$1,745	\$1,645	—	—	—
WEATHER PAGE						
Earlug	\$840	\$805	\$765	\$725	—	—

FULL PAGE

1/2 PAGE
HORIZONTAL

1/2 PAGE
VERTICAL

2/3 PAGE
HORIZONTAL

2/3 PAGE
VERTICAL

1/3 PAGE
HORIZONTAL

1/3 PAGE
VERTICAL

BANNER

EARLUG

ADVERTISING CONTACT

TORONTO

Lillie Ann Morris

Sales Representative

Tel: 519 605-0139

Email: lmorris@farmmedia.com

Black & White rates available upon request.

CREATIVE OPPORTUNITIES:

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

SPECIFICATIONS | MAGAZINE

DIGITAL FILE SPECIFICATIONS

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

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" (18 pts) 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 points. 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 7 points.

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 : 5.142 x 10.75	H : 8.625 x 7.4 V : 5.642 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 3.357 V : 2.167 x 10 S: 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

ADVERTISING CONTACT

TORONTO

Lillie Ann Morris

Sales Representative

Tel: 519 605-0139

Email: lmorris@farmmedia.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, analysis, technical 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, the number of subscribers is always growing and is close to 6,000.

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

AD SIZES AND RATES

FORMAT	SPECIFICATIONS	RETINA DISPLAY	4 WEEKS IN A ROW
Superbanner (mobile format included)	728 x 90 px 320 x 50 px	1456 x 180 px 640 x 100 px	\$1,980
Box 1	300 x 250 px	600 x 500 px	\$1,980
Box 2, 3 and 4	300 x 250 px	600 x 500 px	\$1,760
Banner at the bottom of the page	728 x 90 px	1456 x 180 px	\$1,635

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

Email: kelly.dundas@fbcpublishing.com

WEBSITE

LeBulletin.com is Quebec's primary source of information on agricultural technologies. Launched in 2001, the website is regularly visited by more than 65,470 producers and their advisers. Each day, **LeBulletin.com** posts news on agriculture, information on markets, videos, and management advice regarding crops and livestock. Ad formats are available in banners and boxes. Contact our media experts to learn more about our rates and the available ad spots.

Superbanner 728 X 90

le BulletinEXPRESS

Météo

Prévisions météo 5 jours

À LA UNE

Un premier coup de pouce du fédéral

Offre annonce une aide financière de 252 M\$ destinée à aider le secteur agroalimentaire à traverser la crise causée par la COVID-19.

Lire la suite →

LES MYCOTOXINES : ENJEUX ET SOLUTIONS

Nouveau blogue les mycotoxines démythifiées: Enjeux et solutions

Les mycotoxines représentent un défi et un risque constant pour les producteurs laitiers. Le Bulletin des agriculteurs vous propose une suite de courts articles traitant de ces enjeux importants.

Lire la suite →

COURS DES GRAINS

Céréales	Unité	%var.	Évolution
Blé (livre)	1,20	0,31%	314,00
Orge (livre)	0,00	0,00%	314,00
Maïs (livre)	-4,23	-0,81%	521,25
Soya (livre)	0,00	0,00%	818,25

Rebours le 5 mai à 16:09

BLOGUES, PROFESSION AGRICULTEUR

Box 1
300 X 250

Box 2, 3 and 4
300 X 250

Superbanner 728 X 90

le Bulletin
des agriculteurs

MEDIA KIT 2021

TERMS AND CONDITIONS

Rates

The rates will be effective June 1st, 2020, 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 des agriculteurs* 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 des agriculteurs*, 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 des agriculteurs* 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 des agriculteurs* 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

Lillie Ann Morris

Sales Representative (TORONTO)

Tel: 519 605-0139

Email: lmorris@farmmedia.com

GENERAL CONTACT

Le Bulletin des agriculteurs

6 boulevard Desaulniers, suite 200
Saint-Lambert, Quebec J4P 1L3

Tel: 450 486-7770

ADVERTISING SUPPORT

Anne-Marie Gignac

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LeBulletin.com