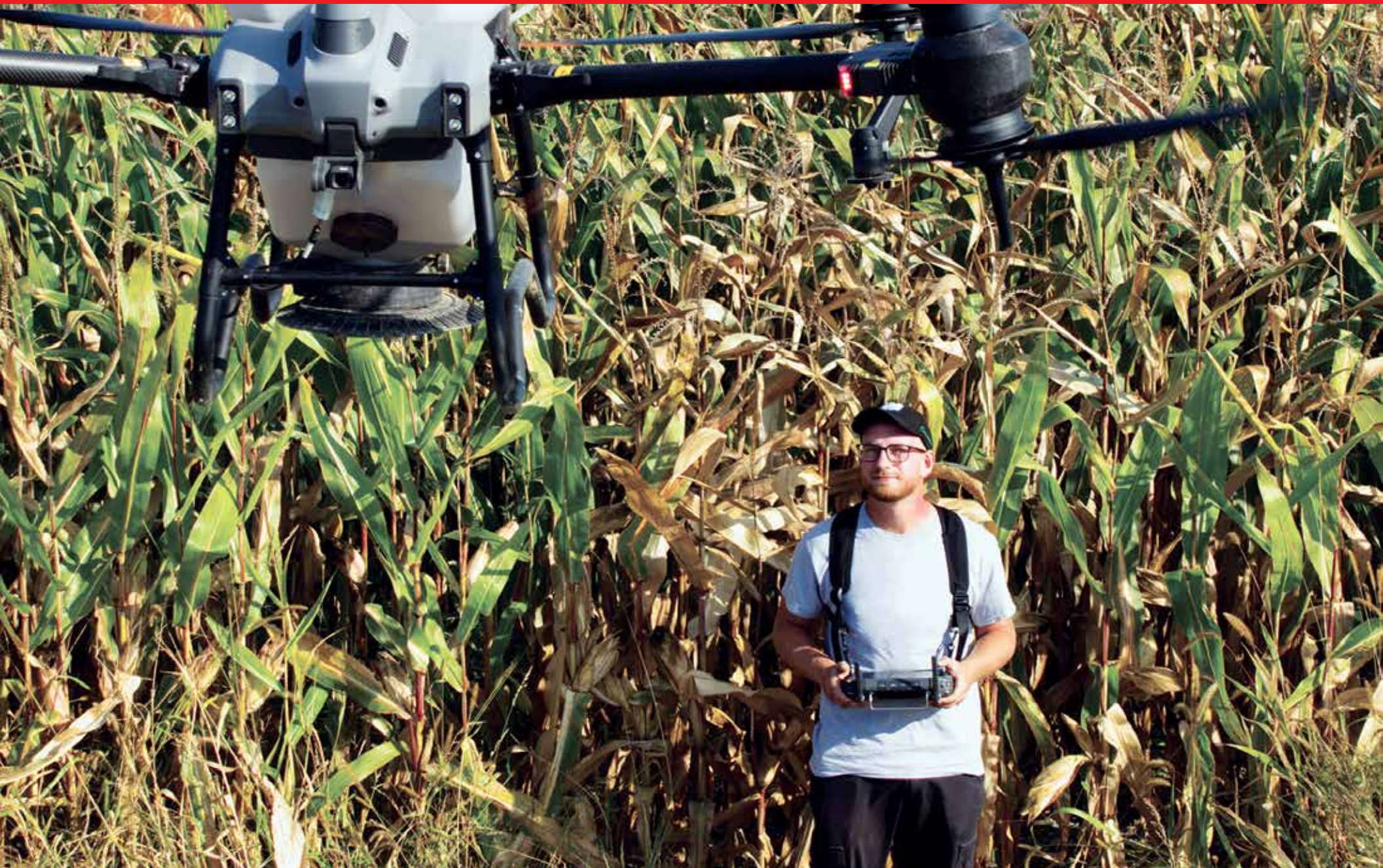


le Bulletin
des agriculteurs

The reference in new technologies

MEDIA KIT 2025



Reaching Farmers in ways that matter to them

PRINT COPIES

7,992 subscribers

DIGITAL EDITIONS

+ 2,100 average views / month

ENEWSLETTERS

+ 6,900 subscribers

42 % average open rate

WEBSITE

67,000 average views / month

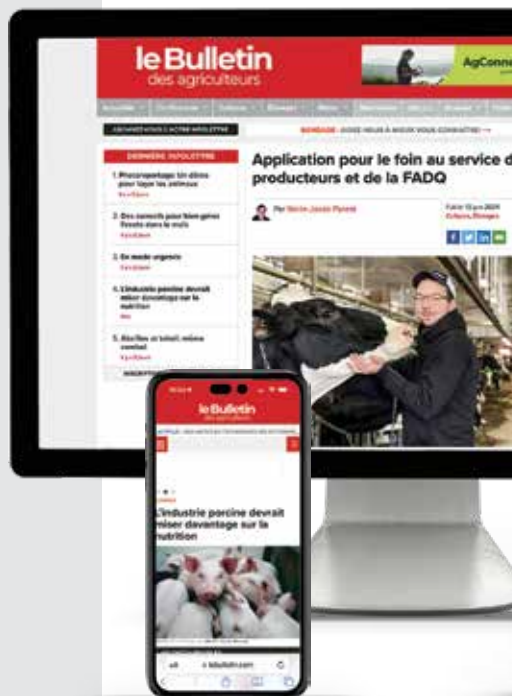
SOCIAL MEDIA

10,500 subscribers

+ 60,000 reach each month

THE REFERENCE OF THE DECISION-MAKERS

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.





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. **The Bulletin newsletter** 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 Decision-makers media

According to a house survey conducted in January 2022, 88% of our Web readership takes part in the decision process within their organization.

9 Our dedication 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

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!



Le Bulletin des agriculteurs is distributed at several events, in particular the Salon de l'agriculture* and Expo-Champs** and at many seminars organized by the CRAAQ and AQINAC.

Please contact your representative for more information.



2025 EDITORIAL CALENDAR

Editorial Mission Statement Sharing knowledge and promoting innovation to help Quebec agricultural enterprises flourish			
ISSUE	EDITORIAL HIGHLIGHTS	SPECIAL FEATURES (GUIDES)	SPACE RESERVATION
January*	Cover story: Dairy Soil fertility and nutrient special		Novembre 28
February	Cover story: Maple syrup production Soil preparation Guided tour of a dairy barn	Potato Guide	January 9
March	Cover story: The next generation of farmer Le Bulletin's Conferences report New crop solutions for cash crops Manure management	Tractors: High Power	February 6
April	Cover story: A visionary hog producer Dairy and Beef animal health	Tractors: Low Power	March 6
May	Cover story: Successful haymaking Diversifying crop rotation Temperature control in barns	Biostimulants	April 3
June	Cover story: Fruit and vegetable production Automation in dairy production	New forrage varieties	May 1
July/August**	Cover story: Cereal production Hog health		June 5
September	Cover story: Net zero carbon goal Exceptional soil series Dairy and beef nutrition	Corn Silage	July 31
October	Cover story: Corn production Exceptional Soil Series Calf rearing	Corn	August 28
November	Cover story: Soybean production Exceptional Soil Series and new equipment in maple syrup production Livestock nutrition	Soybean	September 25
December	Cover story: Beef production Exceptional Soil Series Animal welfare (dairy)	Cereals	October 30



AD SIZES • MAGAZINE

Ad Dimensions (in inches)

FORMATS	NON BLEED DIMENSIONS	BLEED AD DIMENSIONS
	LIVE AREA	BLEED*
Dbl. Page Spread	15,125 x 10	16,75 x 11,25
Full Page	7 x 10	8,625 x 11,25
1/2 Page Spread	15,125 x 5	
1/2 Page	H: 7 x 5 V: 3,33 x 10	
1/3 Page	H: 7 x 3,36 V: 2,17 x 10	
1/4 Page	H: 7 x 2,5 V: 3,375 x 5	
Cover banner	3,875 x 2,25	

DIGITAL FILE SPECIFICATIONS

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

CREATIVE OPPORTUNITIES:

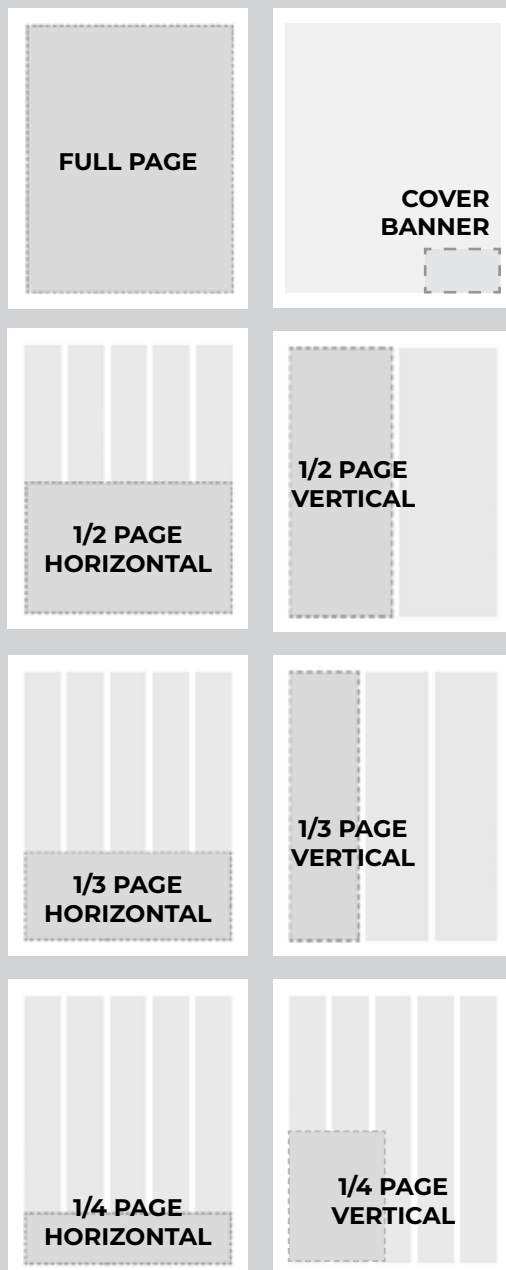
Inserts, polybags, gatefolds and other unique advertising solutions are available on request.

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.

COLOURS

Colour ads must have CMYK colour applied to all elements, RGB images are not acceptable. Please do not use direct tones or PANTONE colours.



RATES AND SPECIFICATIONS • NEWSLETTER

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 enewsletter 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 enewsletter clearly responds to a need. Launched in 2010, the number of subscribers is always growing and is close to 7,000.

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
Banner at the top of the page	728 x 90 px
Box 1	300 x 250 px
Box 2, 3 and 4	300 x 250 px
Mobile Banner	320 x 50 px

SPECIFICATIONS

File types: jpg and static gif
Size: 45 Ko max. (jpg and gif)

Gala
JOSÉE-DE-GRANDMONT

**WINNER OF THE
JOSÉE-DE-GRANDMONT AWARD
for Newsletter of the Year
(Small Business)**

**IMPROVED
LAYOUT FOR
EASIER MOBILE
VIEWING**



le Bulletin
des agriculteurs



SPECIFICATIONS • WEBSITE AND EBLASTS

EBLASTS

Mass emailing, or eBlast, can reach **3,300 email** addresses directly. Take the opportunity to promote your products or your events.

Graphic editing offered as needed.
Ask us about the pricing!

WEB

Lebulletin.com is the reference in agricultural technology in Quebec. Launched in 2001, the website is visited by over 30,000 users every month for over **67,000 page views** on average. Among them, **62% own a farm and 88% are decision makers.**

Lebulletin.com posts daily agricultural news, grain market information, videos and advice on crop and livestock management. There are three blogs plus the Corn Challenge, and the Soy Challenge, as well as the Crop Status every week from May to November.

Banners, big boxes, sponsored content, the choice is great to offer you the maximum impact with a targeted clientele interested in your products.

FORMATS	SPECIFICATIONS
Half-Page	300 x 600 px
Big Box	300 x 250 px
Banner	728 x 90 px
Mobile	320 x 50 px
Superbanner*	Closed: 970 x 90 px Open: 970 x 415 px

Files type: jpg, gif and animated gif

Size: 45 – 100 Ko max.(jpg and gif)
200 Ko max (animated gif)

*Option available only for the Website Homepage

les CONFÉRENCES du Bulletin APPRENDRE & PROGRESSER

Salon de l'agriculture Mardi 16 JANVIER 2024 De 7h à 8h45 **DEJÉJUNER-CONFÉRENCE**

CULTIVER L'HUMAIN D'ABORD AVEC GÉRARD TRUDEAU

Le Bulletin des agriculteurs vous invite à un déjeuner conférence et réseautage en présentiel lors du Salon de l'agriculture en compagnie de l'agriculteur et homme d'affaires Gérard Trudeau. Réservez tôt pour vous assurer une place avec repas !

Assistez à la conférence
Cultiver l'humain d'abord : Recette du succès de Gérard Trudeau
Conseils pour gérer les défis d'une entreprise agricole d'aujourd'hui.

Qui est Gérard Trudeau ?
Fils de producteurs laitiers à Saint-Mathieu-de-Beloeil, Gérard Trudeau a fait des études en comptabilité aux HEC et a mené une carrière dans la fonction publique avant de revenir à l'agriculture. Il a fondé une entreprise d'exportation de bovins laitiers en plus d'un élevage de vaches de lait avant de démarrer Les Fermes Trudeau sur les terres familiales. Les Fermes Trudeau approvisionnent les grandes chaînes d'alimentation en légumes et fines herbes, et ce, autant en période estivale que l'hiver grâce à ses trois sites de production. En plus des terres de Beloeil, la famille possède un site en République dominicaine et un au Mexique. En 2012, son implication comme mentor est reconnue par la chambre de commerce de Longueuil, il est nommé chef mentor. Il donne aussi des cours à l'École d'Entrepreneurship de Beauce. En 2023, Gérard Trudeau a reçu le titre de pilier de l'industrie québécoise des fruits et légumes en plus de la plus haute distinction civile au pays, l'Ordre du Canada. Notons que M. Trudeau a choisi de verser son cachet à l'organisme Au Cœur des familles agricoles (ACFA).

Mardi 16 janvier 2024
De 7h à 8h45
Salle Richard-Robert du Centre BMO
505, déjeuner (n'inclus pas l'entrée au Salon)

Salon de l'agriculture

On vous y attend en grand nombre!

JE M'INSCRIS !

MERCI À NOS COMMANDITAIRES

HORSCH **DEKALD** **RAYET** **syngenta**

88%
are decision
makers

62%
own a farm

WEBSITE

le Bulletin des agriculteurs Banner 728 x 90

Superbanner 970 x 90

Big box 300 x 250

Half-Page 300 x 600

Big box 300 x 250

le Bulletin des agriculteurs

TERMS AND CONDITIONS

RATES

The rates will be effective January 1st, 2024, 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

\$20,001 – \$50,000
\$50,001 – \$150,000
\$150,001 – \$250,000
\$250,001 – \$300,000
\$300,001 – \$400,000
\$400,001 and more

DISCOUNT

2%
3.5%
5%
7.5%
9%
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

Please reach out to your GFM Sales representative for more informations.

ADVERTISING SUPPORT

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Longueuil (Québec) J4K 0B3
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Email services.clients@lebulletin.com

LeBulletin.com