

Milk

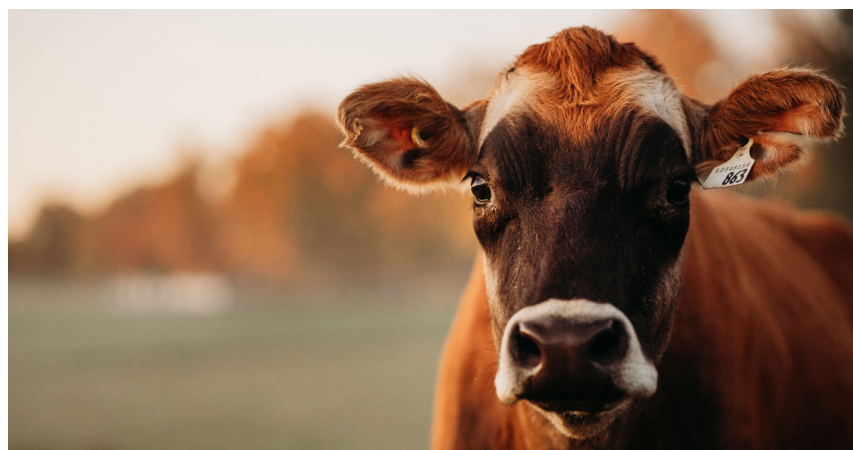
THE VOICE OF ONTARIO DAIRY PRODUCERS

PRODUCER



MEDIA KIT

2023



Proudly supporting the Canadian dairy industry

DISPLAY ADVERTISING

ADVERTISING RATES

INSERTIONS	1	3	6	8
Full page	\$2,554	\$2,426	\$2,235	\$2,171
2/3 page	\$1,786	\$1,680	\$1,547	\$1,503
1/2 page	\$1,385	\$1,333	\$1,226	\$1,189
1/3 page	\$950	\$903	\$831	\$808
1/4 page	\$750	\$713	\$656	\$638

MAGAZINE SPECS

FULL PAGE

Type	8.00" x 10.00"
Trim	9.00" x 11.00"
Bleed	9.25" x 11.25"

2/3 PAGE

Vertical	5.25" x 10.00"
Horizontal	8.00" x 6.75"

1/2 PAGE

Vertical	4.00" x 10.00"
Horizontal	8.00" x 4.85"

1/3 PAGE

Vertical	2.50" x 10.00"
Horizontal	8.00" x 3.25"

1/4 PAGE

Square	3.85" x 4.85"
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INSERTS

Include your marketing material with the *Milk Producer* in our polybag. Rates are dependent on size, weight and page count.

(Maximum size is 8.50" x 11.00")

1 page or up to 50 grams	\$1,500	Ontario dairy farmers only
	\$2,000	Dairy farmers across Canada (excluding Quebec)
	\$2,600	Full distribution

ISSUE & CLOSING DATES

ISSUE	SPACE	MATERIAL	MAILING
Late Winter	Dec 9	Dec 23	Jan 31
Early Spring*	Jan 20	Feb 17	March 15
Late Spring	Mar 17	Apr 3	Apr 28
Early Summer	May 5	May 12	June 5
Late Summer	June 7	Jun 13	July 17
Early Fall**	Jul 28	Aug 11	Sept 4
Late Fall	Sept 7	Sep 21	Oct 16
Early Winter	Oct 27	Nov 10	Dec 11

*Bonus distribution at CDX; **Bonus distribution at COFS

READ US ONLINE

www.milkproducer.ca

FOLLOW DFO ON SOCIAL MEDIA



@OntarioDairy

Milk Producer is the official publication of Dairy Farmers of Ontario. Launched in 1925, this award-winning publication is the voice of Ontario dairy farmers.

Milk Producer is dedicated to the health and welfare of all aspects of Ontario's dairy sector – from the animals under our farmers' care, to the farms themselves, to the safe and reliable system that produces high-quality milk for consumers. Editorial content highlights best practices, expert voices and authoritative insight through an Ontario lens.

EDITORIAL LINE-UP

Late Winter	Quality
Early Spring	Global Dairy
Late Spring	Sustainability
Early Summer	Young Producers
Late Summer	Farm Management
Early Fall	Nutrition
Late Fall	Education
Early Winter	Research

Milk
PRODUCER

PUBLISHER

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NEW! DIGITAL ADVERTISING

**A new, interactive website
is coming soon!**

**Digital advertising opportunities
will enhance your reach to the
dairy industry.**

Watch for details.

Milk Producer is a key point of contact for the producer community and its stakeholders. The publication reaches milk producers as well as qualified decision-makers and suppliers both on and off the farm – those with the authority to choose or recommend products and services.

REACHING DAIRY FARMERS ACROSS CANADA

Ontario	3,273
New Brunswick	175
Nova Scotia	226
Prince Edward Island	179
Newfoundland	30
Manitoba	273
Saskatchewan	171
British Columbia	370
Alberta	291

TOTAL INDUSTRY PARTNERS

Veterinarians, dairy industry organizations, education, government, and other stakeholders	2,343
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**TOTAL
CIRCULATION:**
7,331

(As of December 2022)

INDUSTRY OVERVIEW



\$7.7 billion

GDP contribution by the Ontario dairy sector



99.7% of quota

requirements were met by P5 dairy farmers, right-sizing supply with market demands despite continued supply change fluctuations



100%

of eligible Ontario producers are registered under proAction®, the national quality assurance program



2,377

initial Grade A inspections were conducted in 2021-22



18.1%

of Ontario producers received gold-level Raw Milk Quality certificates, a YOY increase of 1.6%



110 producers

have entered the dairy industry through NEQAP since March 2010



11 grants

awarded to Start-Up/Scale-Up participants

\$2,756,585,894

farmgate value of milk sales



3,092,313,588 L

litres of fresh milk shipped

81 plants

received milk from Ontario dairy producers

3,273

dairy farms produced milk in Ontario



1,364,910

litres of milk donated by local dairy farmers to Ontario food banks

19

on-farm processors in Ontario



10,000+

farmers and their families are supported by dairy farming in Ontario