



Milk THE VOICE OF ONTARIO DAIRY PRODUCERS
PRODUCER



The voice of Ontario dairy farmers since 1925

MEDIA KIT

2024





Owned by Dairy Farmers of Ontario, *Milk Producer* magazine is a true reflection of the Canadian dairy industry.

EDITORIAL CALENDAR

January	The Future of Dairy
February	The Dairy Supply Chain
March	Quality
April	Research and Innovation
May	The Farm Team
June	Genetics and Reproduction
July	Farm Management
August	Production and Processing
September	Nutrition
October	Farm Finance
November	Young Producers
December	Giving Back

IN EVERY ISSUE
 ▪ CALF CARE ▪ RESEARCH
 ▪ DAIRYNOMICS

* Editorial Calendar subject to change.

DIGITAL OPPORTUNITIES

COMBINE THE POWER OF PRINT AND THE VERSATILITY OF DIGITAL TO INCREASE YOUR BRAND AWARENESS

Box advertisement
\$250/month
 (300 x 250 px)

Leaderboard advertisement
\$450/month
 (728 x 90 px)

Skyscraper advertisement
\$350/month
 (300 x 600 px)

READ US ONLINE

www.milkproducer.ca

**FOLLOW DFO
 ON SOCIAL MEDIA**



@OntarioDairy

FARM MANAGEMENT ISSUE
 FINDING THE UNCLED MILK OF RURAL OFFSHORE
 Plus, cow exercise areas and managing heat stress Pg 30



12 ISSUES PER YEAR

4,940 Canadian dairy farms
 12,350 Canadian dairy farmers

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.

INSERTS

Distribution with *Milk Producer* magazine reaches most dairy operations in Canada, excluding Quebec.

In addition, *Milk Producer* is distributed to many industry related partners and businesses.

INSERT RATES

Ontario producers only
\$1,800

All provinces
 (excluding Quebec)
\$2,200

Full distribution
\$2,800

Dependent on size, weight
 and page count.
 (One page or up to 50 gm)

Call for details.
519-788-1559

ADVERTISING RATES

INSERTIONS	1X	4X	8X	12X
Full page	\$2,630	\$2,498	\$2,373	\$2,254
2/3 page	\$1,840	\$1,748	\$1,661	\$1,578
1/2 page	\$1,427	\$1,356	\$1,288	\$1,224
1/3 page	\$979	\$930	\$884	\$840
1/4 page	\$773	\$734	\$697	\$662
1/6 page	\$425	\$404	\$384	\$346

PUBLICATION CALENDAR

DATE	SPACE	MATERIAL	MAILING
January	December 7	December 15	January 19
February	January 5	January 15	February 16
March	February 7	February 15	March 15
April	March 7	March 15	April 19
May	April 5	April 19	May 17
June	May 7	May 22	June 21
July	June 7	June 21	July 19
August	July 5	July 19	August 16
September	August 6	August 22	September 20
October	September 6	September 20	October 18
November	October 4	October 18	November 15
December	November 8	November 22	December 20

Milk Producer is the official publication of Dairy Farmers of Ontario. Launched in 1925, this award-winning publication is dedicated to the health and welfare of all aspects of our 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.



TECHNICAL 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 3.00"
1/4 PAGE	
Square	3.85" x 4.85"
1/6 PAGE	
Horizontal	3.85" x 3.00"

PDF files : CMYK colours, correct size, images with 300 dpi resolution, no transparency, and fonts properly embedded.

REACHING DAIRY FARMERS ACROSS CANADA

ONTARIO	3,245
NEW BRUNSWICK	179
NOVA SCOTIA	222
PRINCE EDWARD ISLAND	178
NEWFOUNDLAND	26
MANITOBA	271
SASKATCHEWAN	170
BRITISH COLUMBIA	361
ALBERTA	288
TOTAL PRODUCERS	4,940

INDUSTRY PARTNERS	2,327
Veterinarians, dairy industry organizations, education, government, and other stakeholders	

TOTAL CIRCULATION
7,267

TERMS AND CONDITIONS

All advertisements are subject to acceptance by *Milk Producer*, Dairy Farmers of Ontario ("Publisher"). *Milk Producer* requires that all Terms and Conditions contained in this agreement legally bind the Advertiser and/or advertising agency.

CURRENCY The undersigned advertiser understands all advertising rates reflect net rates and are in Canadian dollars. All invoices will be rendered in Canadian dollars.

VOLUME DISCOUNT The undersigned advertiser understands all rates are stated on a cost per issue. Publisher offers a volume discount according to the frequency and advertisement size scheduled to run in accordance with this contract.

PLACEMENT Publisher reserves the right to display advertising in any order. Format and/or position of advertisement is at the discretion of the Publisher. The position of advertisement is not guaranteed nor will a dispute of placement dissolve contract obligations.

MATERIAL DEADLINES Advertising booking deadlines are detailed in the media kit. Advertiser will provide all advertisement materials (artwork, photos, text, logos, clipart, background copy, etc.). Final advertisement proof will be forwarded to advertiser via e-mail for approval. Final printed color ads may not accurately reflect the original proof sheet. If by magazine closing date, the Publisher has not received copy or approval that is deemed acceptable, they may either repeat the advertiser's most recent ad or print nothing.

NO LIABILITY FOR ERRORS The advertiser acknowledges that Publisher does not undertake a review of any advertisement, and to the extent that it does review any advertisement this does not constitute any acceptance by Publisher of any liability, or waiver of any of its rights under this agreement. Reasonable care will be taken to avoid mistakes, but Publisher cannot accept liability for any errors due to the acts, omissions or defaults of third parties or sub-contractors or inaccurate copy instructions or materials or other acts or defaults beyond its control. Publisher shall not be liable for any errors in the advertisement unless any proof is returned in sufficient time (as the Publisher shall in its absolute discretion determine) for corrections to be made before the publication goes to press.

PAYMENT Net 30 - Payment due 30 days from date of invoice.

Failure to make payment by scheduled date, allows the Publisher the right to cancel the agreement at any time. The advertiser agrees to be jointly and severally responsible for all payment thereof. Publisher reserves the right to cancel credit granted to any advertiser at any time, with or without cause.

CANCELLATION This agreement may be cancelled by advertiser with written notice to Publisher up to 30 days prior to the next magazine publishing deadline.

COPY ACCEPTANCE Publisher reserves the right at any time to reject advertising material, which may be deemed objectionable (in Publisher's sole discretion) or compromises a current relationship with an existing client.

INDEMNIFICATION Advertiser assumes sole responsibility for the protection of its copyright in any writing, pictorial illustration, maps, etc. included in its advertisement. Advertiser warrants that he/she has the authority to use any trademark, trade name, service mark, name, portrait, picture, or illustration in the manner and in accordance with the ad material submitted. Advertiser agrees to defend, indemnify, and hold Publisher harmless from and against any and all liability, claims, demands, suits, or causes of action, including legal fees incurred by Publisher in the defense thereof, arising out of or from (i) the publication of an advertisement in accordance with this agreement; (ii) all advertisement content; (iii) the publication of any copyright and trademark infractions in accordance with this agreement. (iv) any claim made by any client of advertiser who is an advertising agency arising from the publication of an advertisement placed by such an advertising agency; and/or (v) any breach or non-performance of any of the terms contained in this agreement or implied by law.

LIMITATION OF LIABILITY Except with respect to advertiser's indemnification, in no event will either party be liable to the other for any consequential, incidental, indirect, exemplary, special or punitive damages whatsoever (including damages for loss of use, revenue or profit, business interruption and loss of information), whether arising out of breach of contract, tort (including negligence) or otherwise, regardless of whether such damage was foreseeable and whether or not such party has been advised of the possibility of such damages. In no event shall Publisher be liable to advertiser for any amount greater than the amount paid by advertiser to Publisher under this agreement.

MODIFICATION/WAIVER This agreement constitutes the sole understanding between the parties. No modification or change to this agreement or any oral understanding will be binding unless in writing signed by both parties. Waiver of any of the terms of this agreement by Publisher in any instance shall not prevent Publisher from subsequently enforcing any provision of this agreement in accordance with its terms.

TERMINATION Publisher reserves the right to terminate this agreement in part or in its entirety at any time with or without cause.

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PRODUCER

PUBLISHER

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