

# Ecological Farming in Ontario

2022 Advertising Rates



Who Reads It?

Advertorial

Print Advertising  
Rates

# Who reads Ecological Farming in Ontario?



73% Farmers & their families

15% Aspiring farmers

9% Consumers & supporters of ecological farming

3% Farm-related businesses

The Ecological Farmers Association of Ontario (EFAO) supports farmers to build resilient ecological farms and grow a strong knowledge-sharing community. Established in 1979 by farmers, for farmers, EFAO is a membership organization that focuses on farmer-led education, research and community building. EFAO brings farmers together so they can learn from each other and improve the health of their soils, crops, livestock and the environment while running profitable farm businesses.

EFAO's print publication *Ecological Farming in Ontario* arrives quarterly by mail to all EFAO members - over 650 ecologically-minded farmers and supporters across the province. Copies are also distributed at events and trade shows. The publication includes 26 pages in full colour (FSC approved; 100% North American post-recycled). A digital archive of our past year's publication is publicly available [on our website](#).

Our members are keen to find suppliers and businesses that align with their interests and growing practices. If you are looking to expose your products, services or message to people who care passionately about farming and food, we want to work with you!

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## Get in Touch

EFAO  
5420 Highway 6 North,  
Guelph ON N1H 6J2

editor@efao.ca  
519-822-8606  
efao.ca

# Details & Deadlines

## Submission Deadlines

**Spring**  
(February)

January 15, 2022

**Summer**  
(May)

April 15, 2022

**Fall**  
(August)

July 15th, 2022

**Winter**  
(November)

October 15th, 2022

## Technical Requirements

Please submit as a PDF or high-resolution (min 300 dpi) JPG with embedded fonts. Word documents not accepted.

Basic ad design (logo + text only) billed at \$45/hour + HST.

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Contact [editor@efao.ca](mailto:editor@efao.ca) to submit your ad.

# Advertorial

The Advertorial is a full-page, article-style feature in EFAO's quarterly publication. It is an informative, 500 to 1000 word article that allows you to share information with readers while promoting your brand. It's an opportunity to distribute valuable and relevant content to attract and retain a clearly-defined audience (ecological farmers) — and, ultimately, drive profitable customer action.

Costing information for the Advertorial can be found on the ad rate sheet.

## Submission Guidelines








Please submit your sponsored article as a Word, Pages or Google document, providing 1-2 (one-page article) or 3-4 (two-page article) images or graphics that are suitable to be paired with the content. You may also wish to include your logo.

Our editor will format the article to blend in with the rest of the publication ([see example](#)). If you would like an alternative layout, additional design costs will apply.

There is a maximum of two pages of sponsored content per issue. Topics and submission deadlines are negotiated with EFAO prior to submission. Please contact us for more information.



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AD TYPE		MEMBER		STANDARD	
		1x	4x	1x	4x
Classified - text only Up to 40 words + \$0.25 per extra word		15	n/a	25	n/a
1/4 Page 3.32" x 4.57" or 4.57" x 3.32"		160	128/issue	230	184/issue
Banner Ad 7 x 1.5"		160	128/issue	230	184/issue
1/3 Page 4.6 x 5"		235	188/issue	335	268/issue
1/2 Page 7 x 5"		295	236/issue	420	336/issue
Full Page 7 x 10"		390	312/issue	555	444/issue
Full Page inside cover 7 x 10", front or back		410	328/issue	585	468/issue
Back Cover - 3/4 Page 7 x 7.25"		420	336/issue	600	480/issue
Advertorial	1 pg (500 wds) 2 pg (1000 wds)	420 685		620 975	

Annual contracts (4 issues) purchased in advance receive a 20% discount per issue as listed above.