

# Milk

THE VOICE OF ONTARIO DAIRY PRODUCERS

# PRODUCER



## MEDIA KIT

2022

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	5.25" x 3.85"
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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 10	Dec 17	Jan 11
Early Spring*	Jan 14	Jan 25	Feb 22
Late Spring	Mar 8	Mar 15	Apr 5
Early Summer	Apr 19	Apr 26	May 17
Late Summer	May 31	Jun 7	Jun 28
Early Fall**	Jul 19	Jul 26	Aug 16
Late Fall	Aug 30	Sep 6	Sep 27
Early Winter	Oct 11	Oct 18	Nov 8

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

*Milk Producer* is the official publication of Dairy Farmers of Ontario. Launched in 1925, this award-winning publication reaches licensed dairy producers across Canada (excluding Quebec).

As 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. The editorial content highlights best practices, expert voices and authoritative insight through an Ontario lens.

*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 your products and services.

## EDITORIAL LINE-UP

Late Winter	On-farm Processing
Early Spring	Technology and Innovation
Late Spring	The Politics of Dairy
Early Summer	Sustainability
Late Summer	Diversity
Early Fall	Nutrition
Late Fall	Genetics and Reproduction
Early Winter	The Future of Dairy

Each issue of *Milk Producer* contains a variety of regular features, including the latest in research, herd health, farm management, and financial issues, as well as DFC's proAction program, veterinary issues and farm safety. We are the magazine both for and about Ontario dairy producers.

## REACHING DAIRY FARMERS ACROSS CANADA

Ontario	3,781
New Brunswick	177
Nova Scotia	212
Prince Edward Island	167
Newfoundland	39
Manitoba	264
Saskatchewan	167
British Columbia	339
Alberta	223

\*Alberta dairy farmers have moved to a subscription formula. Actual subscribers will be confirmed throughout the year.

## TOTAL INDUSTRY PARTNERS

Veterinarians, dairy industry organizations, education, government, and other stakeholders 2,295

## TOTAL CIRCULATION:

# 7,664

(As of November 2021)

### PUBLISHER

Dairy Farmers of Ontario

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www.milkproducer.ca

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**1,207,392**  
litres of milk donated by  
local dairy farmers to  
Ontario food banks

**99 producers**

entered the industry through  
NEQAP since 2010



**3,343**

dairy farms produced  
milk in Ontario



**100.1%** of quota  
requirements met  
by P5 dairy farmers,  
right-sizing supply  
with market demand  
in spite of continued  
supply chain  
fluctuations

**7+ billion**

GDP contribution by the Ontario  
dairy sector

**10,000+**

farmers and their families are supported by  
dairy farming in Ontario



**1.4% growth**

in Ontario production on a  
volume basis



**16 grants**

awarded to Start Up/Scale Up  
participants



**3,331**

initial Grade A inspections  
were conducted in 2020-21 –  
an increase of 18.3%



**16.6%**

of Ontario producers received  
gold-level Raw Milk Quality  
certificates, a YOY increase  
of 3.2%



**3,118,147,815**

litres of fresh milk shipped in 2020-21



**78**

plants received  
milk from Ontario  
dairy producers

**\$2,496,223,698**

farmgate value of milk sales

**99%** of Ontario producers are  
registered under proAction, the  
national quality assurance program