

# HARVEST

ONTARIO

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FARMS

Rates & Info 2017  
[HarvestOntario.com](http://HarvestOntario.com)

THE SOURCE FOR LOCAL SINCE 2001



# THE SOURCE FOR LOCAL

## EXPLORE. EXPERIENCE. ENJOY.

Harvest Ontario Guide and HarvestOntario.com combined are the largest source for agritourism experiences in Ontario. Since 2001, we have promoted producers and the bounty of "good things Ontario" featuring local pick-your-own farms, roadside markets, farmers' markets, wineries, craft breweries, farm-stay vacations, honey producers, meat producers, fairs, Christmas tree farms and more. You can discover all the bounty Ontario has to offer throughout the year within our "must-have" annual print guide or online at the highest ranked agritourism website in the province, HarvestOntario.com. Socially, we carry the conversation on Facebook, Instagram and Twitter.

For our advertisers, we provide the ultimate win-win buy. Your commitment provides support to local producers at the grassroots and aligns your organization with the highly positive 'buy local' consumer movement. The demand for local has never been so high and our readership, built over the past 17 years, is extremely loyal to our brand and its advertisers.

Harvest Ontario can create customized multi-platform marketing and branding programs to help you reach key targets in the GTA and Ontario. A member of our sales team will gladly listen to your objectives and develop a program that will help achieve your brand objectives.

Happy harvesting!



Steve Watt  
Publisher



digital version available at:  
harvestontario.com

## ▶ HARVEST FAST FACTS

- Launched: 2001
- Frequency: Annually (June 1)
- Distribution: Ontario
- Circulation: 65,000
- Target: Urban adults, 35-54, food & outdoor lovers, active day trippers
- Profile: Directory for Agritourism experiences including pick-your-own farms, farm markets, farmers' markets, wineries, fairs and more.

## ▶ LOCAL \$\$\$ IMPACT

Farmers' Markets had estimated sales across Ontario of \$645 million with a combined Ontario economic impact estimated to be \$1.9 billion.\*

\* Taking the Pulse of Ontario Farmers' Markets - Market Shopper Profile.



[www.harvestontario.com](http://www.harvestontario.com)  
The most visited agritourism website in Ontario



# INFORMATION

## DESTINATION AGRITOURISMO

- Agritourism finds its roots in the Italian term agriturismo – the concept of bringing urban residents to farming areas.
- It provides consumers with opportunities to buy local direct from the source as well as experience and enjoy a taste of the country.
- For families, this authentic experience provides a fun, healthy and learning environment where they can spend an hour, an afternoon, a day or a weekend of quality family time.

## LOCAL BUYING BENEFITS

- 1) it provides superior quality products about as fresh as it gets;
- 2) It supports the local economy;
- 3) it allows producers to get a fair price for what they produce;
- 4) it is environmentally friendly as it reduces production miles;
- 5) it allows you to know where your products comes from.

## PRINT DISTRIBUTION

- 65,000 copies distributed free province wide including over 500 Home Hardware, Home Furniture and Home Building Centre locations (concentrated in urban stores) and participating Ontario Tourism Travel Centres, regional tourism offices, farmers' markets, farms and festivals.



## ▶ OUR READERS

- moderate to high-income urban families
- 60% female  
40% male
- principal food buyer in their household
- high interest in food, nature and outdoor activities
- engage in day-tripping experiences 2-6 times per year.

## WHY ADVERTISE

- OUR READERS ARE EXTREMELY ENGAGED AND USE OUR COMMUNICATION PLATFORMS AS A VALUABLE REFERENCE TOOL FROM JUNE UNTIL DECEMBER.
- BY SUPPORTING HARVEST ONTARIO, YOU PROVIDE SUPPORT TO LOCAL PRODUCERS AND ALIGN YOUR ORGANIZATION WITH THE HIGHLY POSITIVE 'BUY LOCAL' CONSUMER MOVEMENT.
- HARVEST ONTARIO IS THE OLDEST, MOST TRUSTED SOURCE FOR AGRITOURISM EXPERIENCES IN ONTARIO.

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# RATES

## ADVERTISING RATES

Ad Size	W x H in inches	Rate
outside back cover	5.25 x 8.25	\$3,150
inside front cover	5.25 x 8.25	\$3,000
inside back cover	5.25 x 8.25	\$3,000
full page	4.75 x 7.75	\$2,500
half page vertical	2.375 x 7.75	\$1,375
half page horizontal	4.75 x 3.875	

## ONLINE ADVERTISING (2 WEEK MINIMUM)

Ad Size	W x H in pixels	Rate
skyscraper rectangle	300 x 600 pixels	\$150/week
medium rectangle	300 x 250 pixels	\$120/week

## ONLINE DIGITAL MAGAZINE

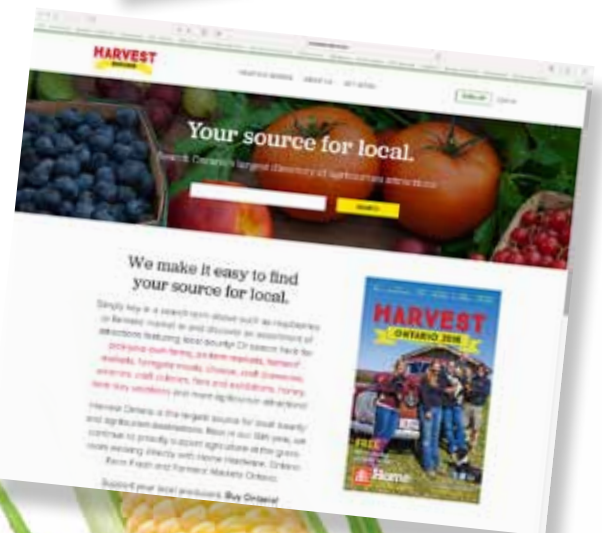
- The Harvest Ontario digital guide is available online in early July.

## TERMS

- All rates are net and subject to HST. Space will be invoiced on May 1, 2017.

## CREATIVE SERVICES

- Advertising creative services are available at \$90 per hour.



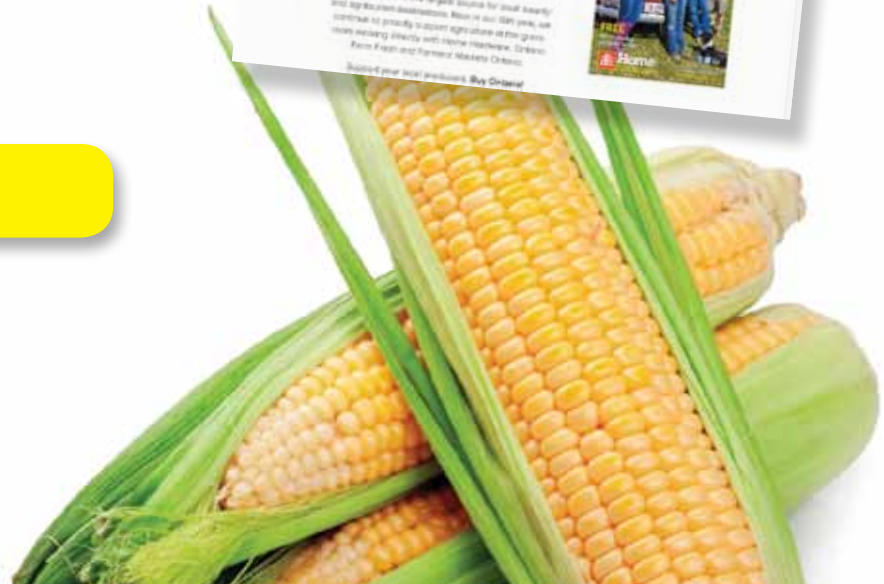
## ▶ KEY DATES



Space closing



Material due



# SPECS

## MAGAZINE REQUIREMENTS

Ad Size	Trim Size
covers	5.25 x 8.25
full page	5.25 x 8.25
half page vertical	2.25 x 7.75
half page horizontal	4.75 x 3.75

## MECHANICAL

- Magazine trim size is 5.25" w x 8.25" h
- Bleed available ONLY for Full page ads; minimum of 1/8" beyond trim; ensure crop marks are NOT in the bleed area.

## PRODUCTION

- Harvest Ontario is produced utilizing a digital workflow and is printed on a high-speed web press and Perfect Bound.
- Publication Trim size is 5-1/4" X 8-1/4", stock: 50 lb coated; Folding and trimming are subject to variation.
- We are not responsible for proofreading.

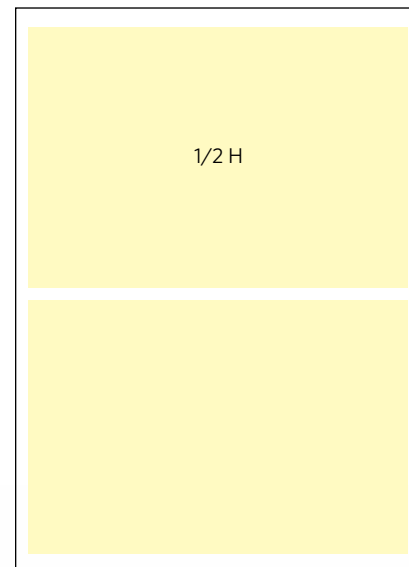
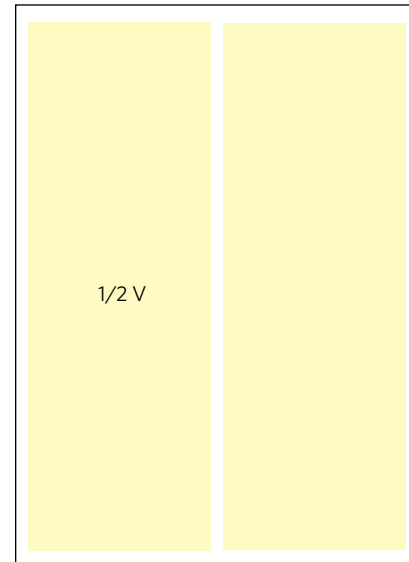
## ARTWORK

- Press-ready, high-resolution Acrobat pdf (300 dpi, CMYK, fonts embedded) preferred at actual ad size; Identify advertiser in filename.
- Email final files if under 10 MB to [swatt@harvestontario.com](mailto:swatt@harvestontario.com) or supply via FTP upload utility such as Fetch. When sending files via email or ftp, please use Stuffit or WinZip to minimize file sizes and ensure efficient transmission. Please contact us for FTP information.

## ERRORS AND OMISSIONS

- Publisher shall not be responsible for errors or omissions in any advertising materials provided by Advertiser or Agency or for changes made to such advertising after the applicable closing date.

Publication Trim size 5-1/4" X 8-1/4"



Harvest Ontario is published by:  
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