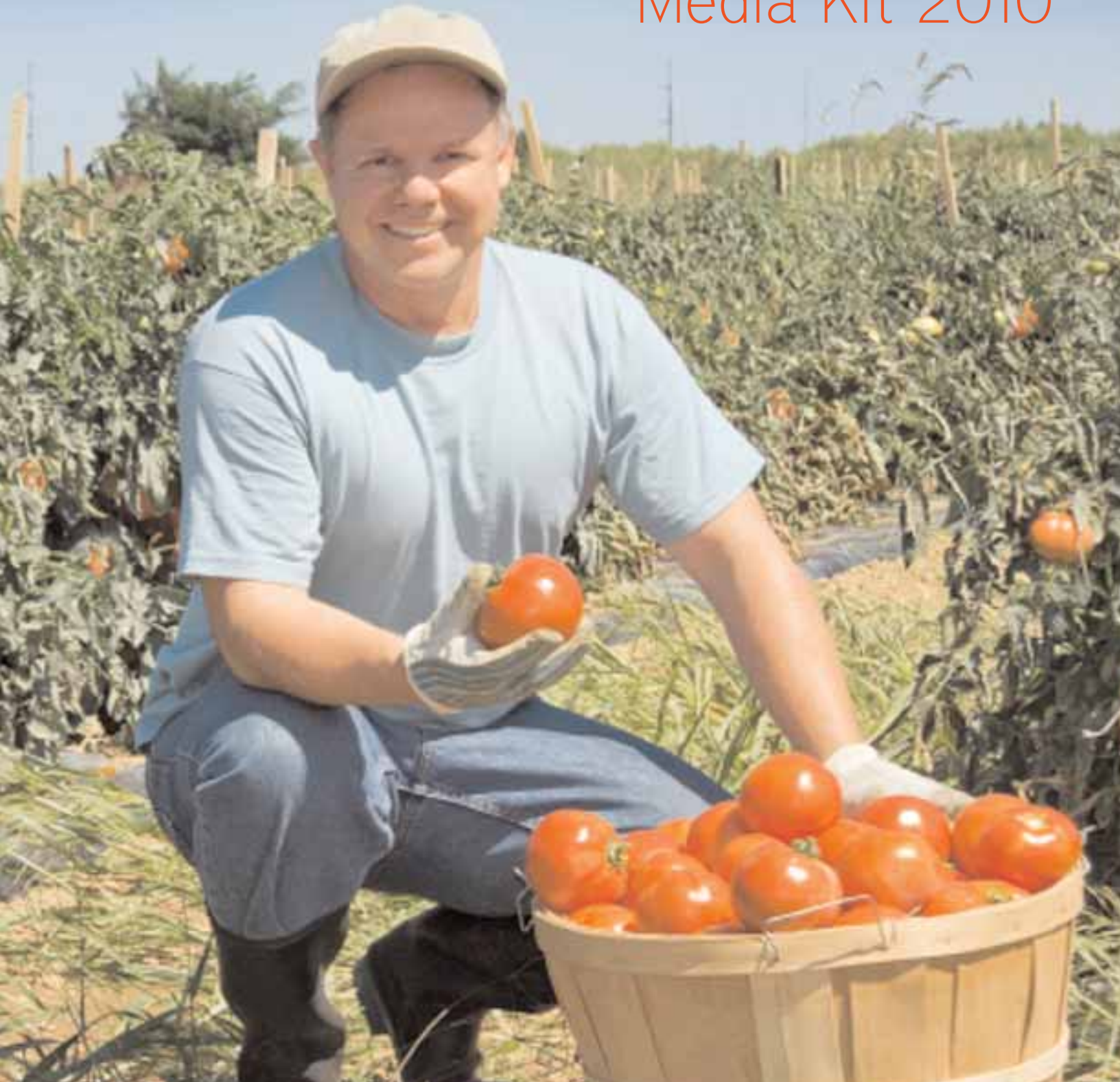


Harvest

ONTARIO

Media Kit 2010



THE SOURCE FOR LOCAL

Harvest

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Welcome to Harvest Ontario

Harvest Ontario is the only comprehensive consumer directory for agritourism attractions in Ontario. 'Feature experiences' include 450 Pick-Your-Own Fruit and Vegetable Farms and Roadside Markets, 140 Farmers Markets, 80 Wineries, 30 Country B & B Accommodations, 40 Farm-Gate Honey locations, 140 Local Meat shops and 220 Fairs. These destinations allow consumers to buy local from the source while exploring, enjoying and sharing in the bounty of 'good things' Ontario. Now entering our 10th year, Harvest Ontario publishes information in two formats: an annual easy-to-use, digest sized print Guide, and online at www.HarvestOntario.com, now part of HarvestCanada.com.

Destination Agriturismo

Agriturismo 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 from the source as well as experience a taste of the country ranging from delicious local fruit and vegetable picking to winery, orchard, and fair visits. For families, this economical experience provides a fun, healthy and learning environment where they can spend an hour, an afternoon or a day of quality family time.

The Source for Local

The growth of the local movement has been huge over the past two years. Buying local has three primary benefits: 1) it provides better, fresher products; 2) it allows producers to get a fair price for what they sell; and 3) it is environmentally friendly as it reduces production miles. When you combine the strengths of Ontario agriculture and domestic tourism along with the "buy fresh, buy local" philosophy, the experience – agriturismo – is drawing people out of the city in record numbers. And the economic impact is quite dramatic. One segment only, farmers' markets, had estimated sales across Ontario in 2005 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 2006.*

Be part of our 10th anniversary edition!
Book today. Call Gary Johnson at 905-726-3356



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distribution
65,000 copies
across Ontario

moderate to
high-income
urban families

65% female
35% male

principal food
buyer in their
household

high interest in
nature/outdoor
activities

Distribution

- 65,000 copies in total.
- 55,000 copies distributed free through 500 Home Hardware, Home Furniture and Home Building Centre stores across Ontario ('heaved up' in urban stores).
- 2,500 copies distributed free to participating Ontario Travel Centres and tourism offices.
- 7,500 copies distributed to Grower Associations, farmers' markets, farms and festivals.

Custom distribution packages are available and can include LCBO locations. For more information, please contact Gary Johnson at 905-726-3356.

Demographics

- moderate to high-income urban families and mature/senior couples.
- 65% female, 35% male with an average of 2 children.
- principle food buyer for their household.
- visit an on-farm market 2-6 times per year
- 37% are between the ages of 35-49.
- high interest in outdoor/nature-oriented/learning activities.
- enjoy day tripping style experiences with a country theme.
- 78% use there own car to reach the attraction.

Frequency

- Published annually the first week of June.
- shelf life 12 months, highest reader retention period June through December.

Key Dates

Space closing	March 5, 2010
Material deadline	April 2, 2010
Publication date	May 28, 2010

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Advertising Rates

Rates are based on the featured 4-colour, centre insert section. Limited number of positions. Publication trim size is 5.25" x 8.25" plus bleed. All prices are NET and subject to GST. All ads include logo placement with link for 1 year at www.harvestontario.com.

description	size	cost
outside back cover	5.25 x 8.25	\$6,000
inside front cover	5.25 x 8.25	\$5,500
inside back cover	5.25 x 8.25	\$5,500
full page	5.25 x 8.25	\$5,000
web site ads (4 week min.)		
skyscraper	120 x 600 pixels	\$40/week
square	300 x 300 pixels	\$30/week

Custom website sponsorship are also available. Please contact us for more information.

Looking to access a premium audience? Specially priced 8 page, 4-colour sections are available including overrun quantities for additional distribution at LCBO outlets. For more information, please contact Gary Johnson at 905-726-3356.

Production Specifications

Harvest Ontario is produced utilizing a digital workflow. It is printed on a web press. Publication Trim size is 5-1/4" X 8-1/4", safe type area for ads is 4 3/4" x 7 3/4"; stock: 80 lb coated. Ads are produced in 4-colour process. Materials supplied using spot colours or pantone colours will be converted to CMYK. Our production environment is Macintosh and QuarkXPress.

We prefer to receive advertising material in press-ready pdf format with fonts embedded and trim marks included. We are not responsible for proofreading. For FTP information, please email us at swatt@harvestontario.com. FTP files should be stuffed or zipped. If you supply files on CD, please provide the original art file in its native format along with any linked images. Provide all fonts, ensure image resolution of 300 dpi for images and 1200 dpi for line art. All Adobe Illustrator files must have fonts outlined and all links embedded. Files should be supplied as MAC only QuarkXPress 7 (no Passport), InDesign, Illustrator, Freehand, Photoshop.

A day in the country

Urbanites hungry for a taste of farm life are finding fruit and fun

Pamela Steel
SPECIAL TO THE STAR

A winding country road leads to the packed parking lot of Andrews' Scenic Acres in Milton. It's a perfect summer Saturday, sunny and cloudless. Rows of pick-your-own berries, ripened vegetables and blooming flowers greet visitors up from the city for a day of fun and food at this family farm-turned-tourist attraction.

Hong Kong native Patricia Li leaves her Toronto home to head out to the country at every opportunity to pick berries and shop at the country markets. She sits at a shaded wooden picnic table beside Andrews' petting zoo, eating handfuls of just-picked blueberries and raspberries.

"I love it," she says. "It's new for me and so relaxing. Living in Hong Kong, it was very hard to get out to the countryside."

At a nearby table, Ola Holowina is celebrating her 8th birthday. Her mother, Barbara, has brought Ola, her family, and eight of her friends from Toronto because she considers the farm a "healthy, nice place for children." While the children eat barbecued hot dogs and corn on the cob, a friend fills three vases from the expansive flower gardens for table centrepieces.

Andrews' Scenic Acres is one of a growing number of rural tourism sites popping up in Ontario. Whether it's the lure of fresh produce, curiosity about country life, memories of another homeland or the chance to relax, people are heading out to the farm in record numbers. And savvy farmers now see profit in entertaining visitors, not just feeding them.

"Not too long ago, everyone had an aunt or grandparent living on a farm and you could pop in and see the animals and have some fresh produce and baking ... but this is

no longer true. Now, people are at least two or three generations away from the family farm," says Cathy Bartolic of the Ontario Agricultural Training Institute, which teaches farmers how to run a tourist attraction.

Bartolic, who says people have a strong desire to connect with "where our food is coming from," has noticed agritourism taking off in the last three years. "Farmers are no longer just selling strawberries. They're selling the experience of picking the strawberries," Bartolic says.

Agritourist spots have activities that appeal to all ages. Children delight in hay-strewn playgrounds, tractor rides, petting zoos and enchanted forests while adults enjoy the fruit wineries, cooking classes, bakeries and shopping.

Chudleigh's Apple Farm is considered the forerunner in agritourism. Tom Chudleigh started the orchard 32 years ago with pick-your-own apples. Five years later, his wife Carol began selling apple pies. Today, they sell pies commercially across North America and Japan and the pie business is 15 times larger than the farm business.

Chudleigh's discovered agritourism almost by accident. "One weekend, the kids got into the straw and I kicked them out of the barn, but then I remembered playing in my uncle's barn as a kid and the next weekend we had the beginnings of the hay mow," Tom says.

Agritourists venture out of the cities on weekends in record numbers

"We started barbecuing corn to let people taste it and that just took off, so we got the idea of combining food and entertainment." Now, the farm has a staff of 65 and welcomes 4,000 to 5,000 visitors a day in the autumn and employs a staff of 65.

For many farmers, the decision to expand into agritourism is grounded in economics. "We wanted to keep the family farm from turning into a subdivision," explains Carolyn Puddicombe of the 200-year-old Puddicombe Farms Estate and Winery in Winona, which won Hamilton's Tourism Business of the Year Award in 2000 and 2001.

Agriculture is the second largest industry in Ontario, but only 2.5 per cent of Ontarians are farmers. Agritourism reflects the changing times. "How many farms are left from here to Toronto? There were 14 in our area when we started (40 years ago) and now there are four or five," says John Hughes of Springridge Farm in Milton, which welcomes 20,000 visitors a year.

"Agritourism has been a savior for many of the farms in this area. If we tried to survive on wholesale alone, we wouldn't exist," Hughes says.

Nowhere is agritourism more finely tuned than in Niagara. Jane Langdon, owner of Strewn Winery, goes far to entice tourists. Along with her vineyards, she features a winery, cooking school and restaurant for a total wine and food experience.

Unlike many of the family-oriented farms, Strewn Winery caters to a mature crowd. Barbara Bloom, a Toronto teacher, recently attended a weekend cooking class. "I've done quite a few cooking classes, but nothing like this," she says. "We visited the vineyard and went out to the garden to get the fresh herbs for each dish. It was unbelievable to see the produce we were cooking with in the fields and at the roadside stands. It's just a very special place to be."

That bucolic loveliness inspires others to dream. At Chudleigh's, Mark and Amanda Driscoll hold hands and stroll leisurely through the manicured grounds in the golden afternoon light. The Oakville couple make frequent farm trips for the fresh produce, the sightseeing but most of all to picture their future. "I want to live in the country and raise horses — just to be away from the people and the traffic," Amanda says.