

# CANOLA digest

## Canola Digest Media Kit 2011 – 2012

In 2009-2010, the official publication of Canada's canola growers went through an exciting revamping process with the year's annual four issues updated to both look and content. The Digest was redesigned to emphasize its roots as the primary information source for canola growers. Farmers are the focus with a continued emphasis on "What does this mean to a canola grower?"

The revamp also established a new Editorial Board consisting of industry members and growers. This board has in the past two years provided valuable direction and continues to be consulted during the publishing season for story angles and contacts.

### 2011 – 2012 Editorial Line-Up

#### September – Seed & Storage

This issue will have a spotlight on the storage from bin storage to bag storage.

Articles will feature a summary of storage issues including how higher oil content is changing the dynamics of storage, bag storage options and issues. The Digest will also focus on seed with tips to increase seed survival, hybrid seed production as well as articles on the impact of the Canadian canola industry to the economy and a profile of meal research.

#### November – Marketing & Exports

This issue will focus on the growing export markets but incorporate as well the Canadian market.

Included in editorial content this issue will be challenges and opportunities in the export markets including efforts by the CCC on keeping the borders open, emerging markets for meal and agronomy updates including sclerotinia spraying, the journey to new seed performance data. Additionally included in this issue is an insert for World Heart Day of a 20 page recipe booklet.

#### January – Innovation & Research

This issue will dig into the new innovative uses of canola, value-added food-based products.

Major topics covered in this issue will be fertilizer including variable fertilizer rates and types, precision placement, rotations and blackleg management.

#### March – Outlook

Out in time for the Canola Council of Canada convention, this issue highlights market outlook as well as a look back at the 2011 crop and looking ahead to crop year 2012.

Highlights from this issue include fertility, meal and oil promotion as well as on-farm research and analysis stories.

## Research on Markets

### ***CANOLA DIGEST IS THE OFFICAL PUBLICATION OF CANADA'S CANOLA GROWERS – produced by growers for growers***

Canola Digest is a trusted, independent source for canola industry news, updates and information on products, technology and trends. This is the growers' publication, so they have a vested interest in their advertisers and the products and services they represent.

The Canadian Circulations Audit Board audits the Canola Digest every six months. Our latest audit statement for 2011 shows that Canola Digest has a qualified circulation of 43,189 grower members and others allied to the field, including producers of cereals, other oilseeds, pulses and other special crops, and livestock. The circulation is guaranteed 100 percent hands-on with growers who have delivered canola to buyers within the last two years. Other publications often have many free subscriptions that include non-growers who would not share the same level of interest.

### **HERE'S HOW WE COMPARE**

Stretch your advertising dollar to new heights. Canola Digest reaches more western Canadian farms at a lower cost per thousand of readers than Top Crop Manager, Canola Pulse or Country Guide.  This means you pay less to reach more farmers by placing advertisements in Canola Digest.  <b>PUBLICATION</b>	<b>CIRCULATION</b>	<b>1XFP 4C RATE</b>	<b>CPM-GROSS</b>
<b>Top Crop (West)</b>	27,085	\$5,850.00	\$215.99
<b>Canola Pulse</b>	25,175	\$6,017.00	\$239.01
<b>Country Guide (West)</b>	18,330	\$6,538.60	\$356.72
<b>Canola Digest</b>	43,189	\$7,965.00	\$184.42