

British Columbia
Organic Grower



2024 Media Kit



bcorganicgrower.ca



Who We Are

Growing the organic movement in BC from the ground up.

Organic BC's grassroots network of organic certifiers, farmers, processors, and consumers is working to build healthy soil, ecosystems, people and communities. Together, we're raising the standards for organic agriculture and transforming agriculture's impact on the planet.

BC Organic Grower

Since 1998, the BC Organic Grower magazine has been a go-to resource for BC's organic community. Published three times a year, it features contributions from organic farmers, researchers, educators and professionals from around the province, including:

- Tips and techniques
- Profiles of innovative farmers
- Current research
- Marketing insights
- Updates on organic standards and regulations

Why Advertise?

The BC Organic Grower is the only comprehensive source for organic news and resources in BC.

- Share your product or service directly with 600 organic operators across the province, 3 times a year
- Distributed at the annual Pacific Agricultural Show in Abbotsford, BC
- Never more ads than editorial content
- Available in 100% full-colour electronic and print formats

Audience

Position your brand in front of our engaged audience, a mix of organic producers and processors and members of the public, who are all dedicated to building a more sustainable, diverse and resilient food system.

All Organic BC members receive a complimentary copy of the BC Organic Grower, and non-member subscriptions are available.



Booking Deadlines

Winter 2024

Publication date: Feb 2024
Booking deadline: Jan 5, 2024

Spring/Summer 2024

Publication date: Jun 2024
Booking deadline: Apr 12, 2024

Fall 2024

Publication date: Oct 2024
Booking deadline: Aug 30, 2024



Print Rates

- 3 FULL-COLOUR ISSUES PER YEAR
- SAVE UP TO 20% AS A MEMBER OF ORGANIC BC
- SAVE UP TO 20% WHEN YOU BOOK MULTIPLE ISSUES

Ad type	Specs	Members		Non-Members	
		Single Issue	Annual* (3 issues)	Single Issue	Annual* (3 issues)
Business Card	3.65" W X 2.5" H	\$95.00	\$85.00	\$110.00	\$90.00
Banner Ad	7.5" W X 2" H	\$135.00	\$110.00	\$155.00	\$120.00
1/4 pg	3.65" W X 5" H	\$165.00	\$140.00	\$200.00	\$160.00
1/2 pg	7.5" W X 5" H	\$265.00	\$220.00	\$320.00	\$255.00
Full Page (inside)	7.5" W X 10" H	\$515.00	\$435.00	\$620.00	\$495.00
Full Page (back)	7.5" W X 10" H	\$840.00	\$715.00	\$1,010.00	\$810.00

*Annual rates are per issue, for a total of 3 issues. Prices include all member and annual discounts. Prices do not include 5% sales tax.

All ads are full-colour. Preferred format is press optimized PDF file with fonts embedded. Files can be compressed.



Digital Rates

Maximize your reach on bcorganicgrower.ca

- HIGH-VISIBILITY PLACEMENT WITH UNLIMITED POTENTIAL
- HIGHLY SHAREABLE CONTENT
- TARGETED AND ENGAGED AUDIENCE

Ad type	Specs	Members		Non-Members	
		Single Issue	Annual* (3 issues)	Single Issue	Annual* (3 issues)
Before article text	200px X 250px	\$180.00	\$145.00	\$225.00	\$190.00
Within article text	200px X 500px	\$145.00	\$115.00	\$180.00	\$150.00
End of article text	200px X 250px	\$145.00	\$115.00	\$180.00	\$150.00
Sidebar	200px X 250px	\$230.00	\$185.00	\$290.00	\$245.00

*Annual rates are per issue, for a total of 3 issues. Prices include all member and annual discounts. Prices do not include 5% sales tax.

Add-Ons	
Bump sidebar ad to top	\$100
Design fee	\$85/hr

All ads are full-colour.

**Accepted formats:
72 dpi JPG or PNG**

Questions? Ready to book?



admin@organicbc.org



250.260.4429 ext 101



bcorganicgrower.ca/advertising