

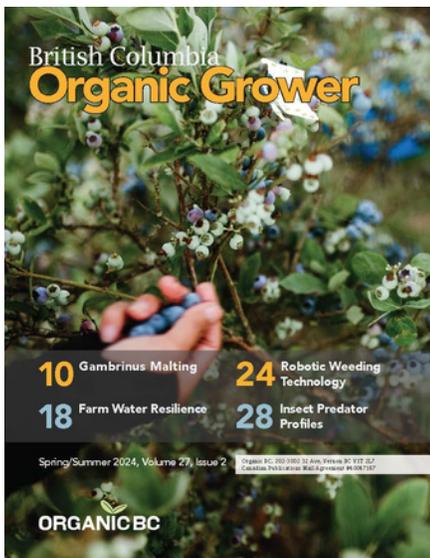
British Columbia
Organic Grower



2025 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.

Publication Dates

Winter 2025

February 2025

Spring/Summer 2025

June 2025

Fall 2025

October 2025

Booking Deadlines

Winter 2025

Print + Digital Ads: Dec 13, 2024

Sponsored Content: Nov 13, 2024

Spring/Summer 2025

Print + Digital Ads: Apr 11, 2025

Sponsored Content: March 14, 2025

Fall 2025

Print + Digital Ads: Aug 22, 2025

Sponsored Content: July 25, 2025



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	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**

Sponsored Content

Showcase your product or service through engaging content

- LIMITED AVAILABILITY FOR HIGHER VISIBILITY
- FEATURE-LENGTH CONTENT THAT EDUCATES AND INSPIRES ACTION
- SAVE \$200 AS A MEMBER OF ORGANIC BC

Ad type	Members - Single Issue		Non-Members - Single Issue	
	Digital + Print	Digital or Print	Digital + Print	Digital or Print
Sponsored Content (Advertorial)	\$1300.00	\$1100.00	\$1500.00	\$1300.00

*Rates are for a single issue. Prices include all member discounts. Prices do not include 5% sales tax.

Content Guidelines

- All sponsored content is submitted text and photos, with revisions by Organic BC (included)
- Content is subject to approval and must meet advertorial guidelines
- All sponsored content will include a “Sponsored Content” disclaimer

Run Duration

- Print-only sponsored content runs for one issue only (multiple issues not available)
- Digital sponsored content runs for 4 months by default. Content can run in perpetuity for an additional \$100 fee.

Add-Ons	
Digital content - Run in perpetuity	\$100

Questions? Ready to book?



communications@organicbc.org



250.260.4429



bcorganicgrower.ca/advertising