

2027 MEDIA KIT



The go-to resource for Ontario farmers, with sought-after regional variety trial data, seed insights and the grower directory that connects farmers with Ontario Seed Growers' Association members.

seedontario.ca

Reach Ontario Farmers as they make seed decisions

Seed Ontario connects you with farmers as they are making decisions about which varieties, seed treatments and suppliers they want to work with across Ontario.

Published annually by the Ontario Seed Growers' Association (OSGA) in partnership with Seed World Group, *Seed Ontario* brings practical, local seed information directly to farmers across the province. The issue is designed to stay relevant throughout the growing season — a resource growers return to for valuable information.

Driving Results: Why *Seed Ontario* Works

- Industry credibility: Produced in partnership with the OSGA, putting your message inside a publication backed by Ontario's certified seed community.
- Targeted distribution: Delivered to 7,000+ high-value Ontario growers across the province's major crops and farms most likely to purchase certified seed from OSGA members.
- Focused audience: Reaches active farm operations making real decisions about varieties, seed treatments and seed suppliers.
- Long-lasting visibility: With one issue each year, *Seed Ontario* is designed to be read, saved and referenced again as growers make decisions for their operation.

Who You'll Reach

- Ontario farmers across the province
- Farms purchasing and evaluating certified seed
- Growers making variety, seed treatment and supplier decisions

Beyond the Mailbox

***Seed Ontario* continues working after the print issue lands.**

The full issue is available through the Ontario Seed Growers' Association website and is promoted through established Ontario agricultural media channels including Farms.com and Better Farming Ontario, extending advertiser exposure beyond the original mail distribution.



Produced in partnership with the Ontario Seed Growers' Association

Reach 7,000+ Ontario growers when seed, variety and production decisions are being made.



CONTENT PROGRAMS

**NEED HELP CREATING CONTENT BUT DON'T
HAVE RESOURCES OR PLATFORMS TO DO SO?
WE CAN HELP.**

Our *Seed Ontario* team will work with you to create content and feature it across all our media channels. Combining online and print delivery gives you the audience extension that is so critical to build interest, leads, pipeline and massive revenue opportunities.



Are you looking for a comprehensive marketing solution designed to propel your company forward, promote your products and engage with consumers?

Then INSIDERS is for you. With decades of experience and a proven track record, we have helped numerous seed industry clients increase their market share and grow their businesses. We use a combination of innovative targeted marketing strategies and digital solutions to deliver impactful campaign to our clients.



Your ideal platform to build customer engagement, brand connection and drive lead generation.

Position your thought leadership and connect with your audience and truly dominate a position in the market. We provide all the content, tools and channels in this one-on-one, personalized content platform. You work directly with our team of experts. Plus, we'll do all the heavy lifting from strategy, writing, content metrics and ROI strategy sessions. Drive more leads, more traffic and more sales with the done-for-you system.



Launch your next campaign with the "be" series of integrated print and digital marketing tools.

Deliver frequency and reach and generate more qualified prospects as we share our 5x strategy to increase pipeline and sales. These high-value targeted programs have been delivering success for clients just like you in the seed industry.

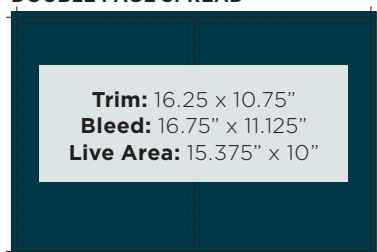
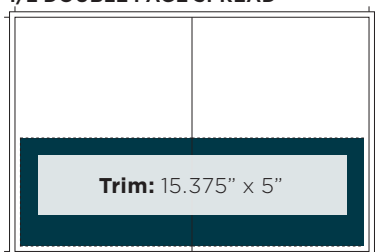
FULL CIRCULATION RATES

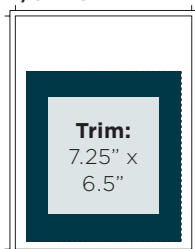
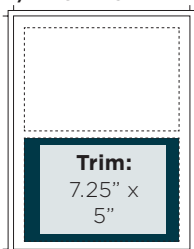
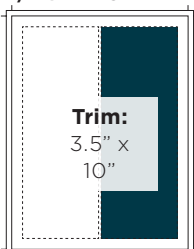
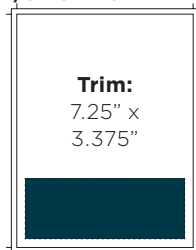
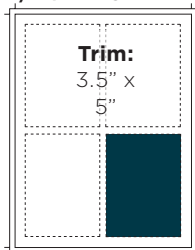
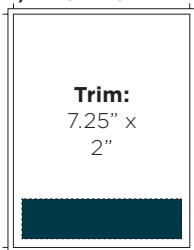
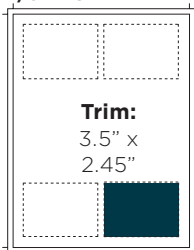
	RATE
DPS	\$5,950
Full Page	\$2,950
1/2 Page DPS	\$4,150
2/3 Page	\$2,550
1/2 Page	\$2,050
1/3 Page	\$1,750
1/4 Page	\$1,550
1/8 Page (colour)	\$1,050
1/8 Page (B&W)	\$500

COVER POSITIONS

	RATE
Inside Front or Back Cover	\$3,650
Outside Back Cover	\$4,000

NOTE: RATES FOR PROFESSIONAL ADVERTISING DESIGN AND PRODUCTION ARE AVAILABLE ON REQUEST.

DOUBLE PAGE SPREAD

1/2 DOUBLE PAGE SPREAD

FULL PAGE

2/3 PAGE

1/2 HORIZONTAL

1/2 VERTICAL

1/3 HORIZONTAL

1/4 VERTICAL

1/4 HORIZONTAL

1/8 PAGE


DEADLINES

SEED ONTARIO 2027

Booking: Nov. 20, 2026

Material: Dec. 4, 2026

Distributed: Mid-late January 2027

PREMIUM ADVERTISING

INSERTS

Inserts deliver a highly targeted audience at a fraction of the cost of a direct mail piece. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size.

POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover with your unique marketing piece on the outside of the magazine distributed in a clear polybag.

BELLYBANDS

A band of paper wrapped around the magazine with your message. Before readers open the issue, they will see your advertisement.

GATEFOLD COVER

Maximize the impact of your message with a multi-page gatefold. This multi-page spread advertisement opens up from the inside front cover, thus allowing multiple pages of advertising.

FILE SUBMISSION & REQUIREMENTS

All files must be submitted as a press ready CMYK PDF file with a minimum resolution of 300 dpi. Please confirm the artwork is built to the appropriate ad size. Final proofing is the responsibility of the advertiser.

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