MEDIA KIT
Ontario 3,937
New Brunswick 195
Nova Scotia 226
Prince Edward Island 160
Newfoundland 40
Manitoba 272
Saskatchewan 162
Alberta 637
British Columbia 531

Total producers and partners in nine provinces

Ontario 3,937
New Brunswick 195
Nova Scotia 226
Prince Edward Island 160
Newfoundland 40
Manitoba 272
Saskatchewan 162
Alberta 637
British Columbia 531

Total family members and employees 502
Veterinarians 227
Dairy industry organizations 238
Quebec subscribers 93
U.S. and foreign subscribers 95
Canadian subscribers 1,585
(University, extension suppliers, provincial marketing boards, media, government)

TOTAL CIRCULATION 8,900

MILK PRODUCER magazine is the official publication of Dairy Farmers of Ontario. Launched in 1925, this award-winning monthly publication reaches all licensed dairy producers across Canada. (excluding Quebec)

Owned by Canadian dairy farmers, the magazine is a reflection of the Canadian dairy industry. The editorial content provides authoritative insight and proven ideas on global and domestic issues through a distinctly Canadian perspective.

Our magazine is targeted to all licensed milk producers, family farm members, as well as qualified decision-makers on the farm - the ones with the authority to choose or recommend products and services. We are the only industry magazine to reach 100% of licensed dairy operators.

EDITORIAL LINE-UP

January - Top 10 dairy industry issues of the year
February - Livestock transportation, DFO annual meeting
March - Genetics, DFC policy conference
April - Processor investment, DFO spring policy conference
May - Spring planting
June - Grass-fed dairy production
July - Growing markets
August - Farm profile, DFC annual meeting
September - Trade, CUSMA
October - Farm technology
November - Succession planning, DFO fall regional meetings
December - Charitable initiatives around the world

Every month Milk Producer has a number of regular features, including the latest research, herd health, feed, farm management, financial issues and mental health, as well as DFC’s proAction program, veterinary issues and farm safety. Unique is a complete market summary and producer prices across Canada. Milk Producer also includes a producer, processor or retailer profile in every issue.

Read Us Online
www.milkproducer.ca
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**1/4 PAGE**

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- Full: 3.75” x 1.75”
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- 2-4 PAGES: $2,200.00 Ontario dairy farmers only
- $2,800.00 Dairy farmers across Canada (excluding Quebec)

### ISSUE AND CLOSING DATES

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Ontario dairy farmers launch new marketing campaign

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