

For all editorial, advertising and subscription inquiries, email andrew.heck@albertapork.com or phone 780-491-3527.

About

The Canadian Hog Journal is Canada's premier producer-focused swine industry publication. The magazine is published four times annually and features coverage of the issues, news, events, research and other topics impacting the pork sector.



The magazine was founded in 1972 as the Alberta Hog Journal and became the Western Hog Journal in 1979, becoming the Canadian Hog Journal in 2017 to reflect a new national focus.

Advertising

Premium placements (subject to availability)

TYPE	DIMENSIONS (width by height)	ONE TIME	THREE TIMES	FOUR TIMES
Back cover	8.25" x 11"	\$2,750	\$2,500	\$2,250
Front inside cover	8.25" x 11"	\$2,500	\$2,250	\$2,100
Centrefold	16.5" x 11"	\$2,500	\$2,250	\$2,100

Standard placements (no limit, every edition)

TYPE	DIMENSIONS (width by height)	ONE TIME	THREE TIMES	FOUR TIMES
Full page	8.25" x 11"	\$1,750	\$1,600	\$1,500
Half page vertical	3.6" x 9.625"	\$1,500	\$1,250	\$1,100
Half page horizontal	7.375" x 4.8125"	\$1,250	\$1,000	\$750
One-third page vertical	2.333" x 7.375"	\$1,000	\$850	\$650
Quarter page vertical	3.6" x 4.8125"	\$850	\$700	\$550
One-sixth page vertical	2.333" x 3.6875"	\$600	\$500	\$400
Business card	3.6" x 2"	\$500	\$400	\$300

Website placements

Big Box size (300 px by 250 px)



Banner size (728 px by 90 px)



Each type of website ad is \$100 per month, for a minimum three-month booking. Prices for extended-length bookings or additional ads running at the same time can be negotiated.

All pricing above reflects the value in Canadian Dollars (CAD). All Canadian-based advertisers will have GST added to their total booking cost. U.S.-based advertisers do not need to pay GST.

All advertising content should be submitted as a PDF. Trim marks and bleed required on full page and all premium placement ads.

Deadlines

EDITION	SPACE RESERVATION	MATERIAL DEADLINE
Winter (February) 2024	January 19, 2024	January 26, 2024
Spring (May) 2024	April 12, 2024	April 19, 2024
Summer (August) 2024	July 12, 2024	July 19, 2024
Fall (October) 2024	October 11, 2024	October 18, 2024

All advertisers with multiple bookings have the option to submit new content for each edition but must contact the editor to do so in advance of the material deadline.

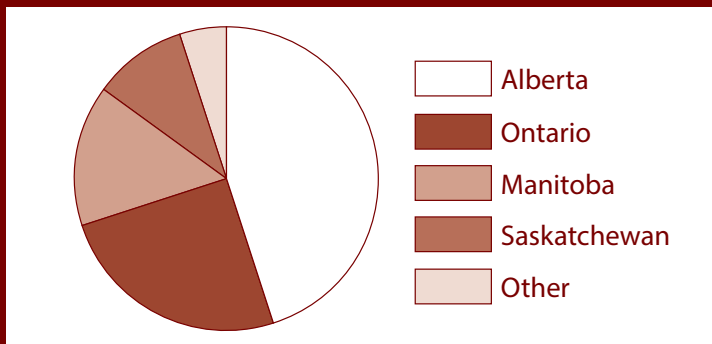
Distribution

The Canadian Hog Journal reaches approximately 3,500 subscribers, free-of-charge, with each printed edition, plus many more online.

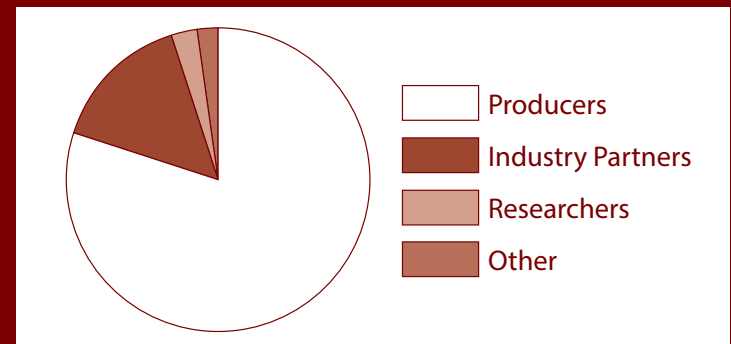
Our printed distribution includes:

- All hog producers – commercial and small farms – in B.C., Alberta, Saskatchewan, Manitoba, New Brunswick, Nova Scotia and PEI.
- Many hog producers – commercial and small farms – in Ontario and Quebec.
- All Hutterite colonies – with or without hogs – in Alberta, Saskatchewan and Manitoba.
- Subscribers requested for targeting by our advertisers

Breakdown of print subscribers by province



Breakdown of print subscribers by type



Editorial focus

Advertisers with the Canadian Hog Journal are encouraged to work with the editor to publish news releases, promote events and feature research summaries, at no additional charge.

In some cases, the Canadian Hog Journal is open to exchanging advertising for paid registration and accommodations at events in Canada and around the world, to provide coverage of events that may interest our readers.

Online presence

Each edition of the Canadian Hog Journal is published online at canadianhogjournal.com. Every article in each edition is published as a standalone webpage, highlighted on the website's home page for two select weeks following the release of each edition.

Each edition and standalone article is promoted on the Canadian Hog Journal's Twitter and Facebook pages (@HogJournal), coinciding with its appearance on the website.

Terms and conditions

Publisher warrants deduction of advertising costs is not restricted by **Section 19** of the **Income Tax Act**. Advertisers who file Canadian tax returns can claim advertising costs of this publication as a business expense.

1. All copy subject to the approval of the publisher who reserves the right to reject, discontinue or omit any advertisement or to cancel any advertising contract without penalty to either party for any reason, stated or unstated.
2. Advertiser and advertising agency agree that the Canadian Hog Journal shall be under no liability for its failure for any cause to insert any advertisement.
3. Advertiser and advertising agency agree that the publisher shall not be liable for damage arising out of errors in advertisements beyond the amount paid for such advertisement.
4. Makegood insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of that area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. The Canadian Hog Journal accepts no responsibility for errors in advertisements after one insertion.
5. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher.
6. Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conditions conflict with policies covered by this media kit.
7. Verbal agreements are not recognized by the publisher.