

# CANADIAN HOG JOURNAL

Canada's national hog magazine

## 2026 Media Kit

For all editorial and advertising inquiries, contact Andrew Heck by email at [andrewheck@gmail.com](mailto:andrewheck@gmail.com) or by phone (call or text) 780-782-5620.

The **Canadian Hog Journal** has been Canada's leading producer-focused swine industry publication since 1972. Published quarterly in both print and digital formats, the magazine delivers in-depth coverage of news, events, research and emerging issues shaping the pork sector.

Advertisers are invited to share news releases, event details and research updates for potential publication at no additional cost.

### Advertising

The **Canadian Hog Journal** provides a range of premium and standard print placements, as well as two digital ad sizes featured on [canadianhogjournal.com](http://canadianhogjournal.com).

All rates are listed in Canadian dollars (CAD). GST applies to Canadian advertisers. U.S. advertisers are exempt from GST and may request invoicing in USD.

### Premium placements *(subject to availability)*

Type	Dimensions	One time	Three times	Four times
Back cover	8.25" w x 11" h	\$2,750	\$2,500	\$2,250
Front inside cover	8.25" w x 11" h	\$2,500	\$2,250	\$2,100
Centre spread	16.5" w x 11" h	\$2,500	\$2,250	\$2,100

### Standard placements *(no limit, every edition)*

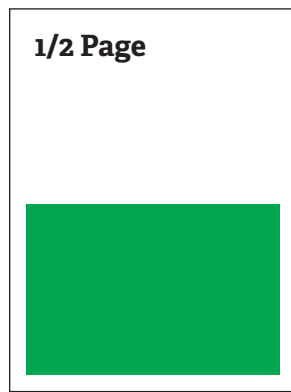
Type	Dimensions	One time	Three times	Four times
Full page	8.25" w x 11" h	\$1,750	\$1,600	\$1,500
Half page vertical	3.5" w x 10" h	\$1,500	\$1,250	\$1,100
Half page horizontal	7.25" w x 4.875" h	\$1,250	\$1,000	\$750
One-third page horiz.	7.25" w x 3.1875" h	\$1,000	\$850	\$650
Quarter page	3.5" w x 4.875" h	\$850	\$700	\$550
One-sixth page vert.	2.25" w x 4.875" h	\$600	\$500	\$400
One-sixth page horiz.	3.5" w x 3.1875" h	\$600	\$500	\$400
Business card	3.5" w x 2" h	\$500	\$400	\$300



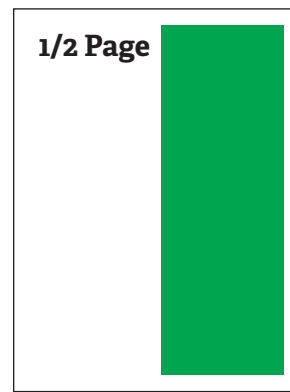
## Print Ad Sizes



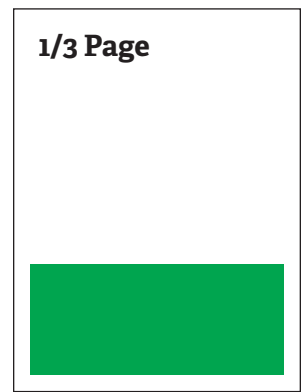
Trim 8.25"w x 11"h  
Safety 7.75"w x 10.5"h  
Bleed 8.5"w x 11.25"h



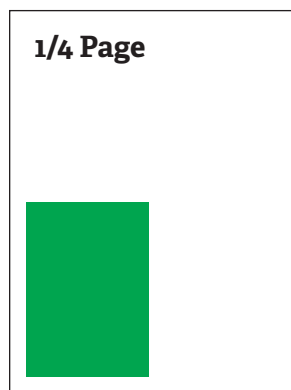
Horizontal 7.25"w x 4.875"h



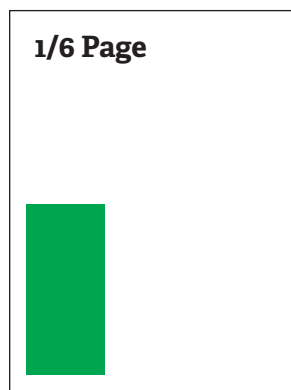
Vertical 3.5"w x 10"h



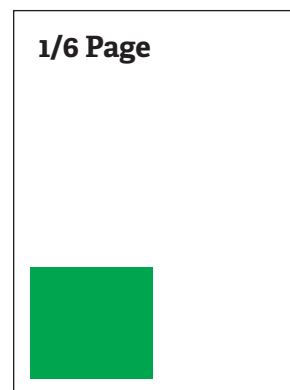
Horizontal 7.25"w x 3.1875"h



Vertical 3.5"w x 4.875"h



Vertical 2.25"w x 4.875"h



Horizontal 3.5"w x 3.1875"h



Horizontal 3.5"w x 2"h

## Production Requirements

- Convert all colours to CMYK (no RGB, spot and Pantone colours)
- Resolution: 300 dpi for all raster images
- Acceptable file types:
  - Print-ready PDF with all fonts and images embedded,
  - High resolution JPG (300 dpi at 100% size)
- Full page ads:
  - Include bleeds of 0.125" on all sides
  - Text and logos should fit within the safety area 0.25" from the page edge
- Minimum thickness 0.25 pt for lines

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## For more information contact

**Andrew Heck**, *Editor*

Email: [andrewtheck@gmail.com](mailto:andrewtheck@gmail.com)

Phone/text: 780-782-5620

CANADIAN  
**HOG JOURNAL**

## Website Advertising

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. Website advertising content should be submitted in JPG, PNG or GIF format.

Big Box size:  
300 px by 250 px

Banner size: 728 px by 90 px

## 2026 Deadlines

Edition	Space reservation	Material deadline
Winter	February 6, 2026	February 13, 2026
Spring	May 6, 2026	May 15, 2026
Summer	August 7, 2026	August 14, 2026
Fall	November 6, 2026	November 13, 2026

Advertisers with multiple bookings have the option to submit new artwork for each edition but must contact the editor in advance of the material deadline.

## Distribution

The *Canadian Hog Journal* reaches approximately 3,500 print subscribers, at no cost to them, with additional readership through our online platform.

### Printed distribution includes:

- All hog producers\* in BC, Alberta, Saskatchewan, Manitoba, New Brunswick, Nova Scotia and PEI.
- Many hog producers\* in Ontario and Quebec.
- All Hutterite colonies in Alberta, Saskatchewan and Manitoba (*with or without hogs*).
- Subscribers requested for targeting by our advertisers.

\*commercial and small farms

### Breakdown of print subscribers:

#### BY PROVINCE

- Alberta: 45%
- Ontario: 25%
- Manitoba: 15%
- Saskatchewan: 10%
- Other: 5%

#### BY TYPE

- Producers: 80%
- Industry partners: 15%
- Researchers: 3%
- Other: 2%

## 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.