

2021 MEDIA KIT

MAGAZINE AND WEB

CONTACT

Pierre Grinsell
info@relationsmedia.ca
450 661-8200

MAGAZINE

An advertisement in the *Coopérateur*, is an excellent opportunity to connect with potential clients and increase your sales in the Quebec agriculture market.



HIGHLIGHTS

Published since 1972, the *Coopérateur* will mark its 50 years of existence in 2022, which clearly demonstrates its relevance to the agricultural world!

MISSION: *To promote cooperation, publish leading-edge technical & economic information and report on the major issues that affect agriculture and agri-food.*

READERSHIP PROFILE

The majority are men and women aged 45 to 64 years old¹

Working in the following sectors:

- Dairy production
- Cash crops
- Beef production
- Maple syrup production
- Pork and poultry production
- Horticultural production

¹ Ad hoc, 2018

DISTRIBUTION

- **14,500 copies**, including nearly **12,500 farms**
- 8 issues a year.

BPA certified subscriptions

- Concentrated on the largest **farms** in Quebec.

GENERAL		Frequency discounts			
Four Colours		1X	3X	6X	8X
	1 page	4160	4060	3960	3860
	2/3 page	3660	3560	3460	3360
	1/2 page	3160	3060	2960	2860
	1/3 page	2640	2540	2440	2340
Covers					
	2 and 3	4480	4380	4280	4180
	4	4780	4680	4580	4480

Preferred position: 15% extra.

Inserts: Rates and specifications on request.

Net Rates

Information

Pierre Grinsell: Telephone: 450 661-8200
info@relationsmedia.ca

Closing Dates

Publishing date: 1st week of the month.

Space reservation:

5 weeks prior to the publishing date (insertion order).

Closing date for material reception:

3 weeks prior to the publishing date.

Contract regulations

Advertising copies are subject to publisher's approval. The word "advertisement" will be added if necessary.

Covers are non-cancellable. Other cancellations must be confirmed in writing prior to closing date.

Frequency discounts are given only on yearly contracts signed in advance.

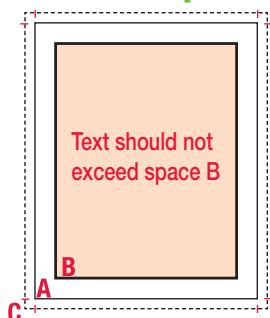
Payment must be made within thirty (30) days of date of invoice.

Except for the preferred positions indicated in rate section, no special position can be guaranteed, regardless of the specifications appearing on the insertion order.

2021 Issuance and closing dates

Issues	Space	Material	Issued
Jan. - Feb.	December 11, 2020	January 20, 2021	February 8, 2021
March	January 22, 2021	February 3, 2021	February 22, 2021
April	March 5, 2021	March 17, 2021	April 6, 2021
May - June	April 2, 2021	April 14, 2021	May 3, 2021
July - August	June 4, 2021	June 16, 2021	July 5, 2021
September	August 6, 2021	August 18, 2021	September 7, 2021
October	September 3, 2021	September 15, 2021	October 4, 2021
Nov. - Dec.	October 8, 2021	October 20, 2021	November 8, 2021
Jan. - Feb.	December 10, 2021	January 19, 2022	February 7, 2022

Mechanical requirements



	Width			Height	
A Trim size:	7 7/8"	(7.875")	x	10 3/4"	(10.75")
Double page:	15 3/4"	(15.75")	x	10 3/4"	(10.75")
B Type page:	7 1/16"	(7.0625")	x	9 11/16"	(9.6875")
C Bleed size:	8 1/8"	(8.125")	x	11"	
Double page bleed:	16"		x	11"	

Print: Web Offset (4 colour process)
 Halftone screen: 150
 Binding method: Saddle stitched

Required Material

Please send us your file(s) with one of the following file extensions: **.pdf** or **.eps**. Each file should be at 100% scale, in a 300 dpi resolution, CMYK (Cyan, Magenta, Yellow, Black) or GRAYSCALE. All fonts must be provided and crop marks require 12 pt. spacing. **For PDF format**, follow procedure exactly as indicated on the attached pages.

Production costs for the ad or any additional work on the originals will be invoiced over and above, if applicable.

Supporting Platform

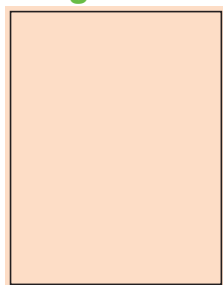
MAC, InDesign

Data Transmission in compressed electronic files, such as ZIP or Stuffit, e-mail (10MB max.), your FTP (Address, ID and Password), or send by CD or DVD.

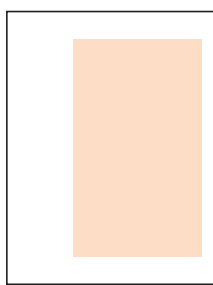
E-mail

info@relationsmedia.ca

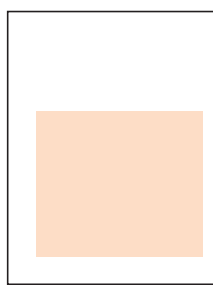
Advertising Sizes



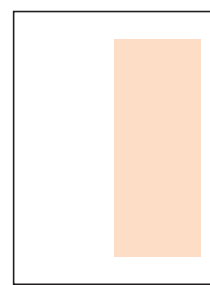
1 bleed page
8/11 ponce
(with 0,125" bleed)



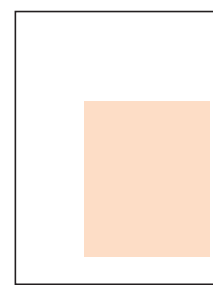
2/3 page
4,25 x 9,675"



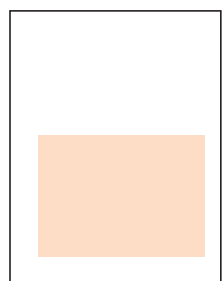
2/3 page
7,125 x 6,5"



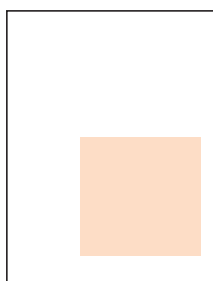
1/2 page
3,25 x 9,675"



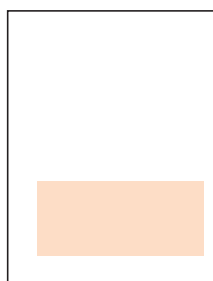
1/2 page
4,25 x 7,375"



1/2 page
7,125 x 4,875"



1/3 page
4,75 x 4,875"



1/3 page
7,125 x 3,25"



1/3 page
2,625 x 9,675"

Other sizes
available
on request

WEB - COOPERATEUR.COOP

An advertisement on the Cooperator.coop website gives you excellent visibility with the audience you're trying to reach.

HIGHLIGHTS / STATISTICS

With constantly updated content, the *Coopérateur* magazine website is now a distinct media.

It stands out from other websites with a wealth of content. Specialists in the agricultural community contribute to making cooperator.coop an essential source of information for the audience you're trying to reach.

- MORE THAN 16 500 UNIQUE VISITS PER MONTH
- MORE THAN 10 000 UNIQUE USERS PER MONTH
- 1,3 PAGES VIEW PER VISIT
- AMOUNT OF TIME PER VISIT: 1 MINUTE
- OUR VISITORS ARE LOYAL: 40% OF THEM ARE COMING BACK TWO TIMES AND MORE
- SOCIAL MEDIA STRATEGY (TWITTER – FACEBOOK – INSTAGRAM) TO EXTEND THE SCOPE AND IMPROVE THE VISIBILITY OF ADS FROM ADVERTISERS BY CREATING MORE TRAFFIC TO THE WEBSITE



SPECIFICATIONS & RATES

Name	Format (pixels)	Cost/Month
Banner (Website)	1080 x 243*	\$500

*maximum 1MO
25% bonus if combined with an advertisement in the magazine.

WEB - FLASH COOPÉRATEUR

An advertisement in *Flash Coopérateur* is an excellent entryway to thousands of potential buyers.

COOPÉRATEUR
VOTRE VIE, VOS AFFAIRES, VOTRE COOP

FLASH

FLASHEZ ÉGALEMENT SUR LES RÉSEAUX SOCIAUX

FLASH PRODUCTION LAITIÈRE

UNE MISSION À LA FERME BELJACAR

f t

FLASH ENVIRONNEMENT

LE BÉTAIL, CONTRIBUTEUR DE GES OU NON?

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Colloque des coopératrices
20 et 21 novembre 2019
Au Centre des congrès de Saint-Hyacinthe
Pour inscription : www.lacoop.coop/colloque

FLASH AVANTIS COOPÉRATIVE

INAUGURATION DU BMR AVANTIS DE MATANE : REPENSÉ ET MODERNISÉ

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HIGHLIGHTS / STATISTICS

- EVER-INCREASING NUMBER OF SUBSCRIPTIONS
- WEEKLY FREQUENCY
- AN EFFICIENT TOOL TO INCREASE TRAFFIC ON THE WEBSITE

SPECIFICATIONS & RATES

Name	Format (pixels)	Cost/Week
Banner (Newsletter)	600 x 150	\$250

COOPERATEUR.COOP

REQUIRED MATERIAL

Accepted formats: Gif, PNG, JPG
Destination URL

OTHER SPECIFICATIONS

Delivery of material for posting:
standard creative document; **minimum 3 working days before the start of distribution.**

Animation: 30 seconds or less (loops included); 15 seconds recommended; maximum of 3 loops. It is recommended that the final image contain the most important information.

The content of an advertising unit must stand out from the normal content (this means having a dark grey border around to differentiate it from editorial content).

The creative document must be clickable and link to a web page and not to an application or file, unless it is clearly indicated in the advertisement so that the user can expect this to happen after clicking. All links must be opened in a new tab.

High-resolution creative documents must be used for higher quality images on dual-density/retinal screens. The acceptable size for files for these high-resolution creative documents will also increase, but must not exceed double the size of the file indicated in these guidelines. To identify these creative documents, mark 2x in the file name.

Creative document naming convention/tagging

Language_Size_Client_Campaign_CreativeVersion.File type
(Example: fr_340x340_nom annonceur_maijuin2019_v01.jpg)

FLASH COOPÉRATEUR

REQUIRED MATERIAL

Acceptable formats: PNG, JPG
Destination URL

OTHER SPECIFICATIONS

Delivery of material for posting:
Standard creative document; minimum Monday to appear in the *Flash Coopérateur* on Wednesday.

CONTACTS

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