

## ADVERTISING INFORMATION

### Our Magazine

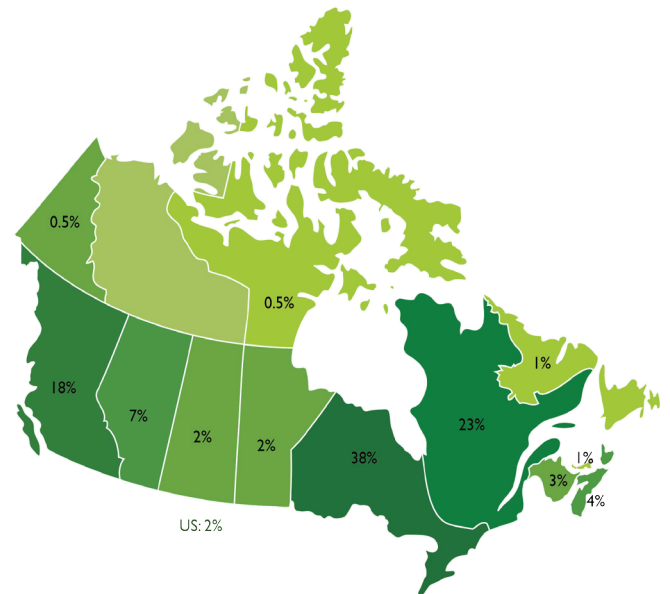
Seeds of Diversity publishes a magazine that is sent to members of our organization. In 2014, we re-envisioned and redesigned the magazine, and moved from a bi-annual to a quarterly publication schedule.

We currently have over 1200 members, and this number is growing. We expect our membership numbers to climb steadily with the recent launch of our new materials, website and magazine.

### Our Readers

Our readers – who are also our members – are deeply committed to building food and agricultural biodiversity. They are seed savers, conservationists, backyard and armchair gardeners, and eaters. They are highly engaged in environmental, agricultural and social issues.

Our readers are distributed across the country (as well as in the US) and across all age-groups.



### How we support you

Seeds of Diversity maintains several online resources listing seed companies and organizations, at no cost to you. Our **Resource List** compiles seed companies and their contact information, and was downloaded 37,000 times in the past six months. We also maintain the **Canadian Seed Catalogue Inventory**, which lists all available seeds and where they can be found.

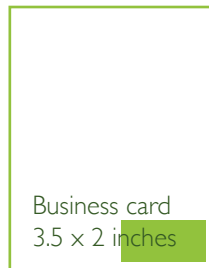
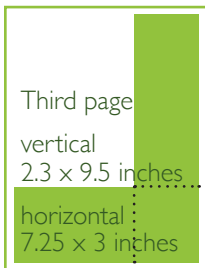
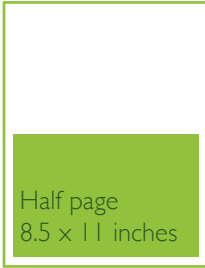
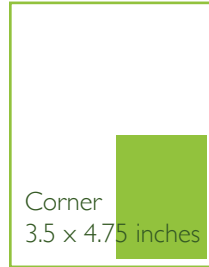
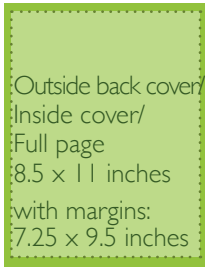
We receive hundreds of inquiries from people looking for seeds every year, and we use our resources to connect them with your company or organization. One seed company owner told us that 30% of her traffic comes from our website!

**We need your support to continue providing heritage seeds and seed saving information to the public.**

### About Seeds of Diversity Canada

Seeds of Diversity is a Canadian charitable organization whose members and volunteers help preserve the biodiversity in our food. Our projects focus on building and maintaining the Canadian Seed Library, building public awareness on pollinators, organic seed production innovation and a documentation of Canada's heritage seeds and their histories. We are a partner in the Bauta Family Initiative on Canadian Seed Security.

## Ad Rates and Sizes



SIZING	FREQUENCY		
	1	2-3	4
Outside back cover	\$600	\$560	\$530
Inside cover	\$500	\$450	\$400
Full page	\$450	\$400	\$350
Half page (horizontal)	\$290	\$245	\$220
Third page (horizontal/vertical)	\$220	\$200	\$180
Corner (vertical)	\$160	\$145	\$130
Sixth page (vertical)	\$120	\$110	\$100
Business card	\$90	\$85	\$80

*(prices per issue)*

## 2017 Publication Schedule

ISSUE	PUBLISHED	RESERVATION DEADLINE	SUBMISSION DEADLINE
30.1 - Winter	March	5th February	15th February
30.2 - Spring	May	24th March	7th April
30.3 - Summer	August	15th June	30th June
30.4 - Fall	November	14th September	29th September

## Image specifications

All ads must be sent electronically. Please embed all fonts and graphics. Press-quality pdfs are preferred, but we can try and accommodate other formats, as long as they are high-resolution images (at least 300 dpi). Please include a 0.125" bleed for full-page and cover ads. Our magazine is printed in full colour. Colour ads should be CMYK, black and white ads should be in grayscale.

We offer minor design and layout work if you need help putting your ad together. Please get in touch for our rates and to find out more about how we can help you.

Email [magazine@seeds.ca](mailto:magazine@seeds.ca) to reserve your ad space or if you have any questions.