

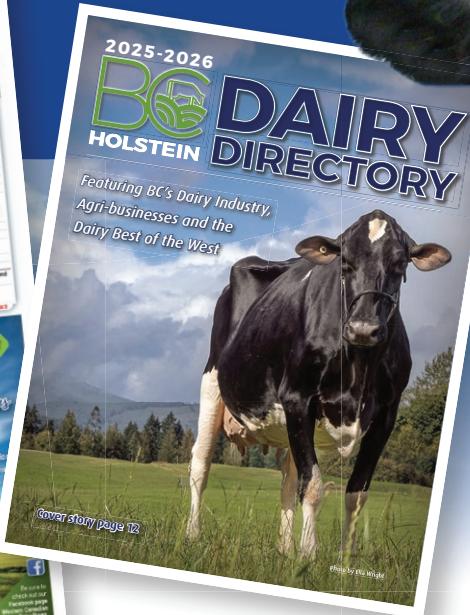


DAIRY NEWS



*Connecting the Dairy Farming Industry
Across Western Canada*

2026 MEDIA KIT



**Proudly Serving the dairy industry
for 46 years...and counting!**

We are not just another ag publication – our focus has always been dairy producers, their farms, families, accomplishments and family life events. Our readers love that we tell their stories with empathy, respect and encouragement. This translates to over 70%

of our advertisers being loyal, long-term, contract partners with us, because they know dairy families **read each issue multiple times** to fully appreciate the range of interesting and relevant stories and technical articles we provide.

CONTACT:

General Inquiries:

ABBOTSFORD OFFICE 604.855.1240

ADVERTISING SALES:

CHRIS MAARHUIS.....	604.855.1240	chris@holsteinnews.com
AMANDA POELMAN...	250.710.0182	amanda@holsteinnews.com
TARS CHEEMA.....	250.216.7417	tars@holsteinnews.com

www.wcdairynews.com

Family Farms & Personal Relationships



**Hello from
Tars Cheema,
PUBLISHER,
WC Dairy News**

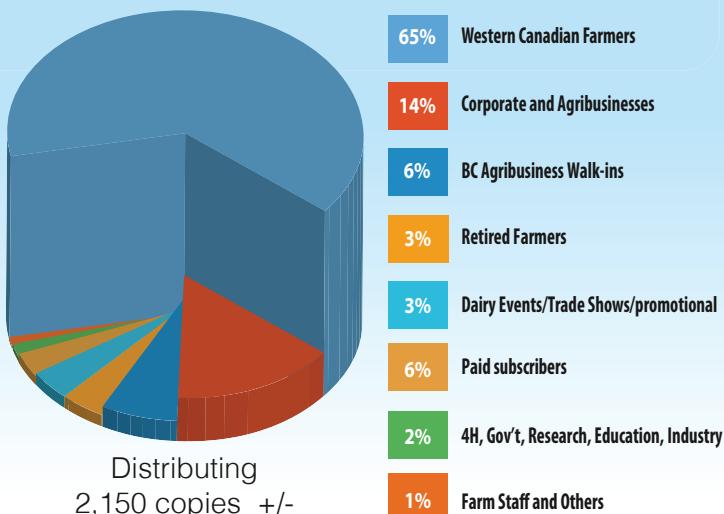
Growing up dairy farming, showing in dairy 4-H, and working in the genetics side of the dairy industry for my career has given me great satisfaction and insight to the dairy families and agribusinesses we are connected to. Our dairy world is caring and special.

*I'm excited to present the stories, issues, technical articles and reports that our dairy community knows we produce exclusively or with greater dairy insight. **WC Dairy News** is a favourite because we make our content meaningful, credible and personal. We are deeply connected to our dairy community and it resonates with our audience – they regularly share their positive feedback with us – we **know** they are reading. We **know** your ads are being seen.*

Review our past issues at www.wcdairynews.com and see for yourself how we are compellingly different!

*Tars Cheema, B. Sc. (Agr.)
Lifelong Dairy Guy*

Distribution Breakdown:



Reaching Deep into Western Canadian Dairy

After several years of encouragement, BCHN began rapidly expanding circulation across Alberta, Saskatchewan and Manitoba in 2021. In 2024, circulation reaches nearly 90% of the over 1200 dairy farms in Western Canada.

WCDN is inclusive - representing the breeder and commercial sectors, while also appealing to 4H, researchers, gov't, industry regulators and our broad range of industry services: dairy and field equipment and advanced technologies suppliers, financial advisors, accountants, realtors, genetics, nutrition companies, veterinarians, trades, truckers, specialty products, custom operators and more!

We Know Dairy - And Farmers Know WCDN

- Western Canada has the highest average herd size in the country and over 1200 active dairies.
- Our producers are among the most progressive global dairy farmers, pursuing modernization across a wide range of technologies.
- The dairy industry of Western Canada is a stable, enduring ag sector bringing reliable employment and economic activity to countless rural communities. Feeding the nation with highly nutritious, safe and high quality dairy products, using sustainable practices while always focusing on the highest standards of animal care, is what underpins the dairy industry.

Varied Advertising Options:

Frequent Print: 5 high quality newspaper issues published through the year.

Annual Print: BC Annual Dairy Directory publishes each June for distribution in BC with online version (unlimited exposure) included for same price!

Digital: web ads on wcdairynews.com, Annual Directory is fully available online.

Inserts/Flyers: with any of 5 newspaper issues.

Branded Sponsorships: special features like Pioneers, Women in Dairy, Young Dairy Leaders.

Have an idea? Let's talk.

WC Dairy News – EDITORIAL THEMES

Winter | NEW YEAR & INNOVATION | FEBRUARY

- Highlighting new industry innovations
- Shining a light on progressive dairies

Spring FARM SAFETY & COW COMFORT | APRIL

- A timely platform for Safety issues before cropping season
- Coverage of Spring dairy events

Summer MILK PRODUCTION & SUSTAINABILITY | JUNE

- Recognizing excellence in milk production
- Exploring the many aspects of Sustainability in dairy

Fall THANKSGIVING & SUMMER SHOWS | OCTOBER

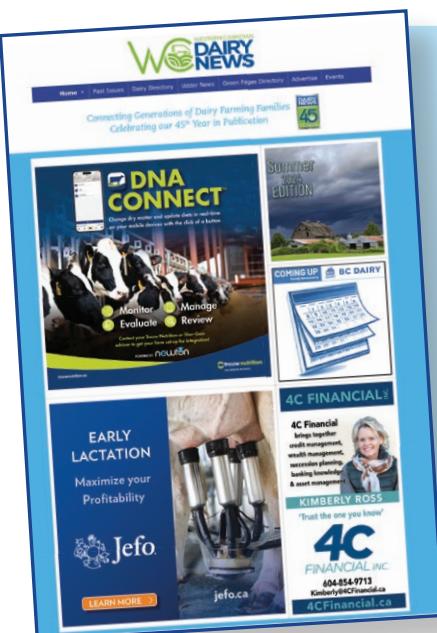
- Western Dairy farm tours, picnics, Breeders Cups
- Summer Shows, 4-H, WCC and more

Christmas CHRISTMAS & FALL SHOWS | DECEMBER

- Celebrating the Westerner, WDE, Royal shows
- Celebrating the Christmas spirit across the dairy community

Regular Features | Columns

- Coming Up - the calendar of Dairy Events
- BC Dairy Highlights and Initiatives
- A Peek Into The Past - Dairy History
- Industry Updates
- Nutrition, Veterinary, Research Articles
- Scotiabank's Women in Dairy
- Top Profitable Herds and Cows reports
- 4-H Events, Shows & Club Reports
- WestGen's Western Pioneers
- RBC Udder News - sharing life landmarks within the dairy community



The screenshot shows the WC Dairy News website. The header includes the logo and navigation links for Home, Past Issues, Dairy Directory, Green Pages Directory, Advertise, and Events. A banner for 'DNA CONNECT' is displayed, along with a 'Summer 2018 EDITION' thumbnail. The main content area features several columns: 'EARLY LACTATION' with an image of milking equipment, '4C FINANCIAL' with a photo of a woman, and a sidebar for 'KIMBERLY ROSS' with a '4C Financial' logo. The footer includes a 'LEARN MORE' button for Jefo.



www.wcdairynews.com

has a strong online presence, owing to the ease of accessing digital versions of the current newspaper and past issues, the **Annual Dairy Directory, Green Pages business listings and more!**

In 2020, we added web advertising linked back to advertiser websites with immediate results.

Digital advertising is an excellent way to achieve prominent exposure on our Home page, inexpensively.

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DIGITAL AD SPACE, TWO MONTH PLACEMENT INTERVALS:

**800 X 800 PIXELS 400 X 800 PIXELS
400 X 400 PIXELS**



2026 Deadlines & Specifications

Distributed across all 4 Western Provinces

TABLOID FORMAT 11" W X 16.625" D

**Book Five Annual Issues and
SAVE 10% when fully prepaid.**



ISSUE / THEME	SPACE DEADLINE / ADS THAT REQUIRE SET UP	CAMERA READY ADS DEADLINE	IN THE MAIL (OR SOONER)
WINTER New Year & Innovation	January 9	January 16	February 10
SPRING Farm Safety & Cow Comfort	March 6	March 13	April 7
SUMMER Milk Production & Sustainability	May 15	May 22	June 16
FALL Thanksgiving & Summer Shows	August 28	September 4	September 29
CHRISTMAS Christmas & Fall Shows	November 6	November 13	December 8

5 TIMES/YEAR NEWSPAPER

Gloss and high quality ebrite 80 paper for a quality look and feel.

**Prepay for annual
contract with 5 ads
and receive 10% off!**

**5X = 10%
DISCOUNTED
PRICE!**

Full Page
10" w x 15" d

**Earlug sizes variable,
talk to us.**

1/4 PAGE HORIZONTAL
10" w x 3.625" d

1/2 PAGE HORIZONTAL
10" w x 7.416" d

1/2 PAGE ISLAND
7.458" w x 9.944" d

Ad
Design
Guidelines.
ASK US.

Don't forget
to ask
us about
digital web
ads!

3 sizes
available.

1/6 PAGE
4.916" w x 4.888" d

**1/4 PAGE
VERTICAL**
4.916" w x 7.416" d

1/3 PAGE HORIZONTAL
10" w x 4.888" d



BILLBOARD ADS - FULL COLOUR

Rates are for five ads over one year, and are billed at time of first insertion.

Small 2.375" w x 2.1" d

Medium 4.916" w x 2.1" d

Large 7.458" w x 2.1" d

X-Large..... 4.916" w x 4.3" d

**Super value to
retain constant
exposure
all year!**

INSERT your FLYER in any newspaper issue inexpensively! Choose our entire western Canadian distribution or customize your target audience.

You provide the flyers, we do the rest.

*Ask about custom design at competitive prices.

**Ask us about Digital Web Ads
on www.wcdairynews.com**

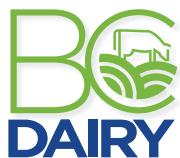
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ANNUAL DAIRY DIRECTORY

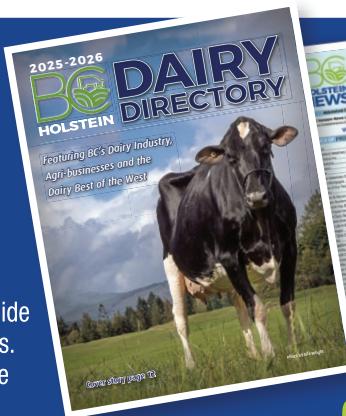
Distributed across BC

SPECIFICATIONS

The industry's go-to reference guide.

Magazine-style format gloss publication, features six cover-weight section dividers and bound with durable spiral wire-O binding. 90+- pages of impressive dairy content!

The Directory is used as a year-round reference guide by dairymen/women and supporting agribusinesses. Featuring premium ad spaces and unique reference sections including the Green Pages.



2026 SCHEDULE

RESERVE SPACE BY:February 13
IN THE MAIL:June 2026

COVER PAGE SIZES (WIDTH X DEPTH)

Full Page (Image Area)8" w x 10" d

Full Page Trimmed size9" w x 11" d

ADD 1/4" ALL FOUR SIDES FOR BLEED

Full Page

Image: 7.375" w x 9.875" d
Trim: 8.375" w x 10.875" d

With 1/4" bleed:
8.875" w x 11.375" d

COVER POSITIONS

Image: 8" w x 10" d
Trim: 9" w x 11" d

Outside Back

Inside Front/Back

1/2 Page
Vertical
3.6042" w
x
9.875" d

Also -
Earlug ads

1/8 Page
3.6042" w
x
2.3437" d

1/4 Page
Vertical
3.6042" w
x
4.8542" d

Earlug sizes variable,
talk to us.

1/4 Page Horizontal
7.375" w x 2.3437" d

1/2 Page Horizontal
7.375" w x 4.8542" d

6 TAB SECTION DIVIDERS

Full Page, 4 colour, cover weight stock

1. GREETINGS	4. FARM MAPS
2. BEST IN THE WEST	5. REVERSE LOOKUP
3. FARM LISTINGS	6. GREEN PAGES

The Directory is also available online on our website, extending your advertising reach further!

GREEN PAGES LISTINGS

The Green Pages are also featured on our website, extending your visibility and convenience of searching for contacts.

Green Page listings are free with the purchase of a display ad.

NOTE: The Directory is spiral bound. It is critical to keep all live text and images within the 7.375 x 9.875 image area.

AD SUBMISSION GUIDELINES: Accepted file formats: **PDF** preferred (distilled press quality, fonts embedded), InDesign or QuarkXPress (collected with supporting fonts & images), Illustrator EPS (fonts must be converted to outlines).

IMAGES: All images must be CMYK or grayscale at 300 dpi. Images may be TIFF, JPEG (high quality) or EPS. **LOW RESOLUTION FILES (72 DPI) WILL NOT WORK.**

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