

COOPERATEUR



2024 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* has marked 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 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 Groupe AGÉCO, 2021

DISTRIBUTION

- **13,000 copies**, including nearly **12,000 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	4505	4400	4300	4195
	2/3 page	3960	3855	3750	3650
	1/2 page	3420	3320	3215	3115
	1/3 page	2855	2750	2650	2545
Covers					
	2 and 3	4845	4740	4635	4535
	4	5175	5070	4965	4865

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.



2024 issuance and closing dates

Issues	Space	Material	Issued
Jan. - Feb.	December 6, 2023	January 8, 2024	January 22, 2024
March	January 17, 2024	January 31, 2024	February 19, 2024
April	February 28, 2024	March 13, 2024	April 1 st , 2024
May - June	April 3, 2024	April 17, 2024	May 6, 2024
July - August	May 29, 2024	June 12, 2024	July 2, 2024
September	July 31, 2024	August 14, 2024	September 3, 2024
October	September 4, 2024	September 18, 2024	October 7, 2024
Nov. - Dec.	October 9, 2024	October 23, 2024	November 11, 2024
Jan. - Feb.	December 4, 2024	January 6, 2025	January 20, 2025



WEB - COOPERATEUR.COOP

An advertisement on the **Coopérateur.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 *coopérateur.coop* an essential source of information for the audience you're trying to reach.

- More than 12,500 unique visitors per month
- More than 8 900 unique users per month
- 1.4 Page views per visit
- Amount of time per visit: 1 minutes and 10 seconds
- Our visitors are loyal: 40% of them are coming back two times and more
- Social media strategy (Facebook-InstagramX-LinkedIn) to extend the scope and improve the visibility of ads from advertisers by creating more traffic to the website

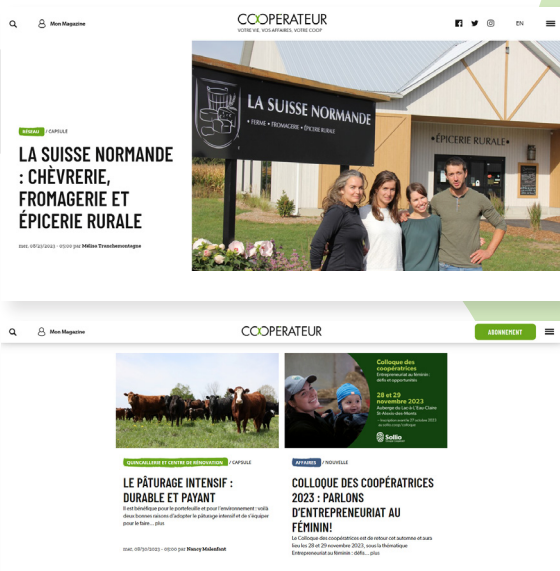
SPÉCIFICATIONS & RATES

Homepage			
Name	Format (pixels)		Cost/Month
	Desktop	Mobile	
Top banner	970 x 250*	300 x 250*	\$500
Content banner	300 x 600*	300 x 600*	\$500
Parallax banner	1200 x 600*	600 x 600*	\$500
Bottom banner	970 x 250*	300 x 250*	\$500

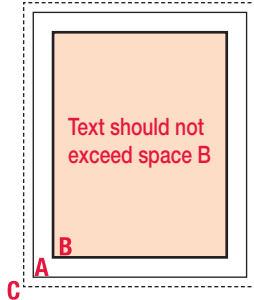
Article			
Name	Format (pixels)		Cost/Month
	Desktop	Mobile	
Sidebar 1	300 x 600*	300 x 600*	\$500
Sidebar 2	300 x 250*	300 x 250*	\$500
Bottom banner	970 x 250*	300 x 250*	\$500

*Maximum 1Mo

25% bonus if combined with an advertisement in the magazine.



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.

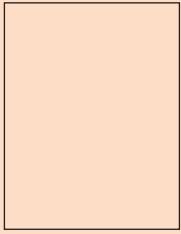
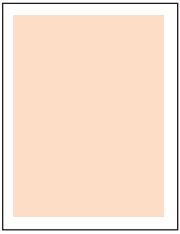
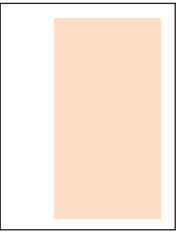
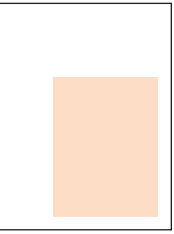
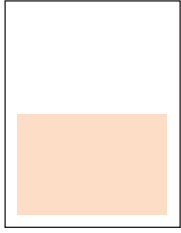
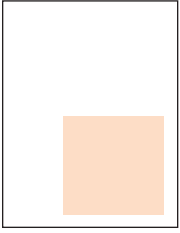
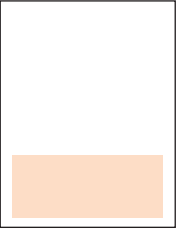
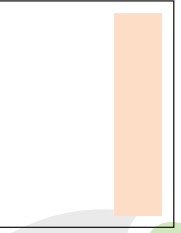
Supporting Platform

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 page bleed 7 7/8 x 10 3/4 (7.875 x 10.75) +.25 bleed	1 page 7 1/16 x 9 11/16 (7.0625 x 9.6875)	2/3 page 4 1/2 x 9 3/4 (4.5 x 9.75)	1/2 page 2 3/8 x 9 3/4 (2.375 x 9.75)	1/2 page 4 1/4 x 7 3/8 (4.25 x 7.375)
				Other sizes available on request
1/2 page 7 1/8 x 4 7/8 (7.125 x 4.875)	1/3 page 4 1/4 x 4 7/8 (4.25 x 4.875)	1/3 page 7 1/8 x 3 1/4 (7.125 x 3.25)	1/3 page 2 3/8 x 9 3/4 (2.375 x 9.75)	

WEB - COOPÉRATEUR FLASH

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



HIGHLIGHTS / STATISTICS

- Close to 9 000 subscribers
- Weekly frequency
- An efficient tool to increase traffic on the website

SPECIFICATIONS & RATES

Name	Format (pixels)	Cost/Week
Horizontal banner	600 x 150	\$250
Vertical banner	285 x 600	\$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_maijuin2015_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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