

Abundance magazine is the official publication of SaskOrganics—a farmer-led, membership based, non-profit provincial association that represents all certified organic operations in Saskatchewan.

Each issue of the magazine includes three regular features: **Innovate** (featuring a Saskatchewan certified organic producer); **Nourish** (a farm to table theme that features Saskatchewan chefs who are doing just that, with a focus on organic ingredients); **Sustain** (best organic agronomic practices); as well as industry news, upcoming events, and more.

Abundance is published four times per year and has a circulation of 1,300 copies. Approximately 1,200 of these are mailed to SaskOrganics members, industry stakeholders, and provincial and federal elected officials, while the remaining copies are distributed at industry conferences, events, and tradeshows throughout the year.

ADVERTISING RATES

Position	Cost + GST*	Printed size width x height
Inside cover	\$1900	8.5 x 11"
Inside back cover	\$1900	8.5 x 11"
Back half page (Top of page above mailing block)	\$1300	8.5 x 5.5"
Back quarter page (Bottom of page below mailing block)	\$750	8.5 x 2.75"
Full page	\$1575	8.5 x 11"
Half page	\$840	8.5 x 5.5"
Quarter page	\$525	4.25 x 5.5"
Eighth page	\$315	4.25 x 2.75"

*NOTE: Discounts available for multiple issue bookings. Please inquire at time of booking.

DESIGN SERVICES

If you do not have access to a graphic designer, we are pleased to provide graphic design services for an additional fee to help you ensure that your ads meet all technical specifications and represents your company as best as possible in the magazine (\$175 per advertisement + taxes). Please inquire at time of booking.

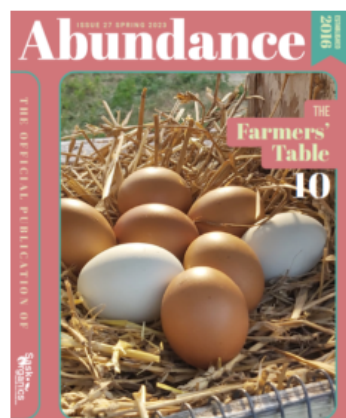
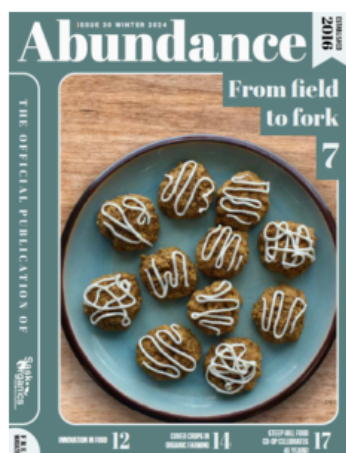
2025 ADVERTISING DEADLINES & PUBLICATION DATES

Issue	Booking deadline	Ad submission deadline	Invoice date
Spring 2025 April	February 21, 2025	February 28, 2025	April 11, 2025
Summer 2025 July	May 23, 2025	May 30, 2025	July 11, 2025
Fall 2025 October	August 22, 2025	August 29, 2025	October 10, 2025
Winter 2026 January	November 21, 2025	November 28, 2025	January 9, 2026

Book now

To purchase an ad and/or to have an ad designed, please contact **Maureen Kennedy Butler**. Please send final ad files to: **maureen@saskorganic.com**

Past issues of Abundance Magazine are available at: **saskorganics.org/abundance-magazine**

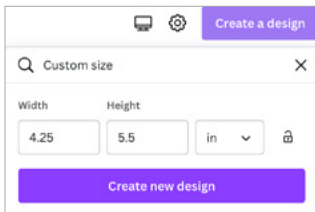


DESIGN SPECIFICATIONS

Position	Printed size width x height	Bleed 0.125"	Size with bleed width x height	Safe area size This or smaller	Requirements
Inside cover	8.5 x 11"	✓	8.75 x 11.25"	8.25 x 10.5"	• 300 DPI • CMYK • With or without cropmarks is fine if the file is sent with the Size with bleed specs • PDF, JPG or TIFF preferred If ads received are not to spec, SaskOrganics cannot guarantee the quality of the ad in the publication.
Inside back cover	8.5 x 11"	✓	8.75 x 11.25"	8.25 x 10.5"	
Back half page (Top of page above mailing block)	8.5 x 5.5"	✓	8.75 x 5.75"	8.25 x 5.375" No safe area on the bottom needed	
Back quarter page (Bottom of page below mailing block)	8.5 x 2.75"	✓	8.75 x 3"	8.25 x 2.625 No safe area on the top needed	
Full page	8.5 x 11"	✓	8.75 x 11.25"	8.25 x 10.5"	
Half page	8.5 x 5.5"	✓	8.75 x 5.75"	8.25 x 5.375"	
Quarter page	4.25 x 5.5"	✓	4.5 x 5.75"	4 x 5.25"	
Eighth page	4.25 x 2.75"	✓	4.5 x 3"	4 x 2.5"	

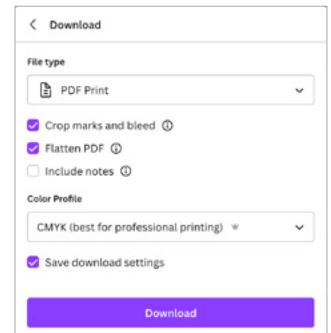
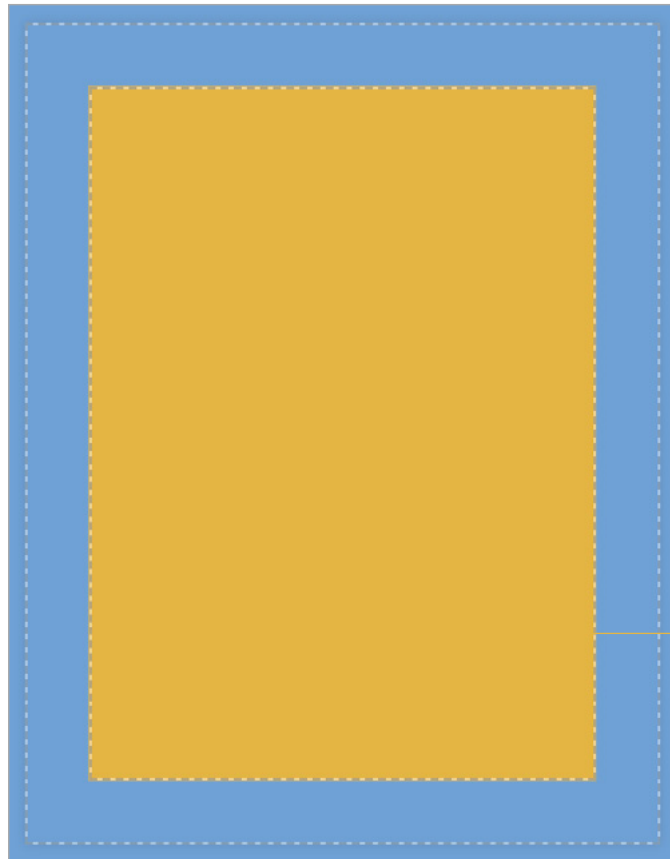
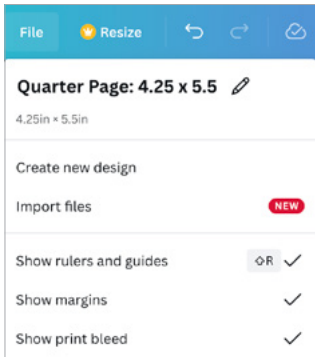
CANVA SPECIFICATIONS

Below are specification settings for people wanting to use Canva to create their ad image. The dimensions shown are for a quarter page ad, but are to be followed for any size.



Create a custom design using the **Printed size** dimensions of your ad.

In the top left of Canva click **File** and select the options shown below: Show rulers and guides, margins, and print bleed.



When you're done, select **Share > Download** and change your selection to what's shown above.

Changing the colour profile to CMYK is best if you are a premium user, but not vital.

Safe area: Keep all important information within this space as much as possible. Text, logos, contact information, etc.

Margin and bleed area:
The bleed area is an extension of the margin design.

Full page

8.5 X 11"

Half page

8.5 X 5.5"

Quarter page

4.25 X 5.5"

Eighth page

4.25 X 2.75"