

Each edition tackles topics of interest that delve into a wide range of innovations in Canada, and abroad, through interviews, case studies and new products.

Spring 2021

Ad Space: February 5 | Ad Material: February 12

Theme: Disruptors and Gamechangers

Showcasing Canadian disruptors and gamechangers, the people and organizations that are breaking barriers to new discoveries and new technologies.

- Leading edge research and technologies pushing the boundaries of drug discovery, nutrition science, robotics and logistics
- How Canada has overcome risks to the food chain and periods of economic instability in the agricultural landscape
- Market leaders in Canada’s natural products ecosystem

Fall 2021

Ad Space: July 30 | Ad Material: August 6

Theme: BIPOC/Women in Research & Discovery

Celebrating the contributions of Canadian women in science, with a focus on black, indigenous and people of colour.

- Profiles of trailblazing women, intrepid leaders, explorers and scientists in research and development, that are unearthing new discoveries in machine learning, physics, biology, life sciences, genomics, energy, chemistry, and nutrition
- How some Canadian organizations are taking the lead in promoting diverse groups of women in STEM
- Canadian female science prize winners of such top honours as the Nobel, Gairdner and Gerhard Herzberg awards

Summer 2021

Ad Space: May 3 | Ad Material: May 10

Theme: The Science of Food

Emerging technologies, innovations, and the importance of sustainability in the global and, more specifically, the Canadian food systems.

- The latest in genomics and molecular science in creating foods like plant-based meats and lab grown proteins
- Innovations in sustainable agri- and aqua-culture
- How companies are responding to consumer demand for more products that boost immunity and promote disease prevention
- New technologies that promise safe and secure foods; preventing and tracking food born illnesses and heightened quality assurance measures

Winter 2021

Ad Space: September 30 | Ad Material: October 7

Theme: Nature’s Pharmacy (Cannabis, etc.)

From cannabis to Himalayan sea buckthorn, we explore some of the world’s most powerful medicinal plants and the science behind them, speaking to researchers, pharmaceutical and phytopharmaceutical companies, physicians and naturopathic doctors and getting Health Canada’s take on the industry.

Growing nutraceutical and supplements industry, exploring the impact that consumer demand for these has had on traditional food manufacturers, distributors and retailers

What Canadian nutritionists have to say.

Enewsletters

Publication	Delivery
BioLab Business	March, July and November
Canadian Food Business	February, June and September

Advertising Rates (Gross Rates)

4-colour	1x	2x	3x	4x
Full Page	\$3,945	\$3,750	\$3,565	\$3,385
1/2 Page island	3,355	3,185	3,025	2,875
1/2 Page	2,960	2,810	2,670	2,535
1/3 Page	2,565	2,440	2,320	2,200
1/4 Page	2,170	2,060	1,955	1,855
1/2 DPS	5,030	4,780	4,540	4,615
DPS	6,700	6,365	6,050	5,750
Covers				
OBC	\$4,930	\$4,685	\$4,450	\$4,230
IBC/IFC	4,735	4,500	4,275	4,060

Covers are non-cancellable, full page, four-colour process. Black & white rates **available upon request**.

Inserts & Outserts: Rates on request.

Special Positions: Twenty-five percent (25%) surcharge.

Unique Advertising Opportunities

Inserts and Belly Bands	Embedded Flash
Audio	Embedded Video

Call for details

Online Advertising

Banner advertisements and logo available on the **websites and e-newsletter**

PER MONTH

660 x 90 Leaderboard	\$995
300 x 250 Big Box	\$650
300 x 125 Medium Rectangle	\$500

SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative.

Sponsored Content –

Including white paper and reports

Exclusive Opportunities	Call for details
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Dimensions (inches)

	Width	Height
Trim Page	8.125"	10.875"
Bleed Page	8.375"	11.125"
Live Area	7"	10"
1/2 Page Island	4.625"	7.5"
1/3 Page Vertical	2.125"	10"
1/2 Page Horizontal	7"	4.875"
1/3 Page Square	4.625"	4.875"
1/4 Page Square	3.375"	4.875"
1/6 Page	2.25"	4.875"
DPS	16.25"	10.875"



Mechanical Requirements

Electronic material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkXPress 10, InDesign CC, Illustrator CC, Photoshop CC (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. To ensure the accuracy of all art, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10 MB. Send to chimes@jesmar.com.

FTP site: Please send an email to ftp@jesmar.com for login information for Canadian Food Business FTP site.

Design services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@jesmar.com or Crystal Himes, chimes@jesmar.com at 905.886.5040

Digital Requirements

We can accept rich media. Please see below for accepted file formats. Advertisement animation of any format may run for a maximum of 30 seconds. Audio clips will play automatically.

Audio: mp3: mpeg1, audio layer 3, wav: uncompressed audio file, wma: windows media file

Video: ogg: a file type capable of video, audio and subtitles, avi: audio video interleave, mpg or mpeg: moving picture experts group, mov: the quicktime video file format, wmv: windows media video file

Flash: flv: flash video file, swf: shockwave file

Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

EMAIL CONTRACTS/INSERTION ORDERS & MATERIAL TO:



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Cancellations and space changes not accepted after closing date.

American customers benefit from a **favourable 30% exchange rate.**