



WE INVITE YOU TO ADVERTISE IN THE 2025

INTERNATIONAL PLOWING MATCH AND RURAL EXPO

OFFICAL SHOW GUIDE

BUILDING on a tradition of excellence



Better Farming is once again proud to be working in partnership with the Ontario Plowmen's Association to design and produce the International Plowing Match and Rural Expo Official Show Guide.

REACH MORE potential customers

- 20,000 copies through targeted distribution
- 20,000 copies distributed exclusively at the Match
- Total of 40,000 copies printed

BRAND YOUR IMAGE

- Ads that are bright and bold, your business is sure to get noticed
- Customer reference guide. Includes site map, daily schedule and exhibitor list - makes your ad relevant to the reader
- Feature articles for long shelf life
- Four colour at no extra charge

INCREASE BUSINESS

- Digest-size magazine (5 3/8" x 8 3/8")
- Big enough to carry your message, small enough to carry

DATES & DEADLINES

Booking Deadline: Aug. 5, 2025
 Material Deadline: Aug. 12, 2025
 Distribution: Sept. 2, 2025
 2024 IPM Dates: Sept. 16-20, 2025

ADVERTISING SIZES & RATES

1/8 PAGE SQUARE	1/4 PAGE VERTICAL	1/3 PAGE HORIZONTAL	1/2 PAGE HORIZONTAL	FULL PAGE
\$365	\$590	\$755	\$1,045	\$1,945
2.375" x 1.825"	2.375" x 3.75"	4.875" x 2.5"	4.875" x 3.75"	5.375" x 8.375"

Rate Discounts: 5 per cent to clients submitting final digital material; 5 per cent to not-for-profit organizations

The Official Show Guide for the 2025 International Plowing Match and Rural Expo is brought to you by the publishers of

Better Farming
 It's Farming. And it's Better.

Book your ad today

GLENN RUEGG

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