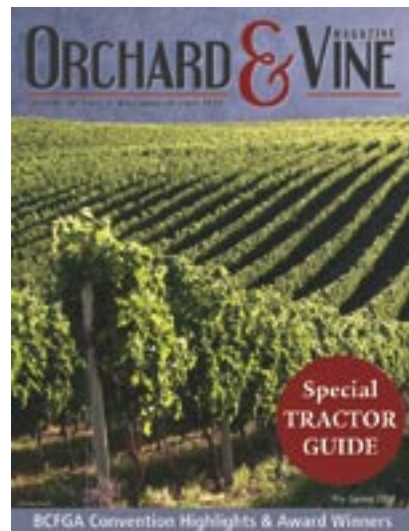
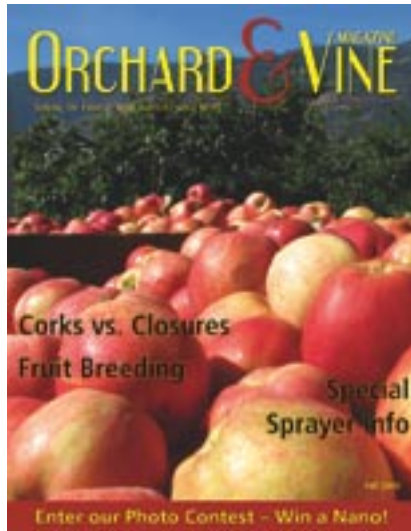


ORCHARD & VINE MAGAZINE

SERVING THE FRUIT & WINE INDUSTRY FOR OVER 50 YEARS



Small Business Excellence
Award Finalist 2009
Distributed to 3,600 Readers!

THE LATEST ON FRUIT AND WINE

INSIDE EACH ISSUE

you'll find the latest news and views on fruit and wine...

Expert Columnists who are passionate about the industry

Informative Articles on fruit growing, government news, agricultural issues and programs, viticulture and wine making techniques

Business Growth – find guidance on marketing, packaging, agri-tourism, business, labour, safety and legal issues

Great wines come from great wineries – inside each issue we feature an exclusive winery profile

Event Listings – link up with conferences, trade shows, seminars, contests, fairs and festivals. *Orchard and Vine* is an excellent resource on upcoming industry events



ADVERTISING OPPORTUNITIES

Our readers rely on Orchard & Vine Magazine

To provide them with the latest informative, interesting and innovative articles specific to their industry.

Our readers are loyal

Since 1959, readers have subscribed to *Orchard and Vine Magazine*. They ask and we respond to find top issues on fruit growing, grape growing and wine making, industry and government news.

2010 EDITORIAL CALENDAR

Pre-Spring Edition: February

- The tractor guide
 - Fruit Convention highlights
 - Winery real estate developments
-

Spring Edition: April

- Marketing
 - Irrigation
 - Viticulture
 - Wine trends
-

Summer Edition: June

- Fruit stands and tourism
- Wine equipment
- Branding

This issue is distributed at the **BC Enology & Viticulture Conference and Trade Show**, Penticton, BC

Fall Edition: October

- Sustainable agriculture
- Equipment
- Enology
- Orchard challenges

This issue is distributed at the **BC Fruit Growers' Association Horticultural Forum**, Penticton, BC

Year End Edition: Year-in-Review Issue

- Recap of the year in fruit and wine
- Exclusive interview with Agriculture Minister
- New Winery opening

This issue is distributed at the **BC Fruit Growers' Annual Convention**, Kelowna, BC & the **Pacific Agricultural Show** (BC's largest agricultural event of the year)



CELEBRATING OVER 50 YEARS! 1959-2010

Orchard & Vine has a long history and loyal readership

If you consider the "pass on readership" of an average of 3 qualified readers per copy then our estimated total readership is around over 11,000 per issue.

Reach your target market

3,000 copies are published and distributed 5 times per year by direct addressed mail to orchardists, berry and grape growers, wine-makers and wineries, organic growers, fruit stands, vegetable growers, farm associations, suppliers and government offices throughout BC, Washington and across Canada.

Connect with the people in the industry

Invest in a quality publication targeting a balanced coverage of British Columbia's vibrant and valuable fruit and wine industry.

Have your business and products seen and read by our loyal subscribers. Reserve your spot today!

For more information contact:

Orchard & Vine Magazine

250-769-2123

email info@orchardandvine.net

ORCHARD & VINE MAGAZINE

SERVING THE FRUIT & WINE INDUSTRY FOR OVER 50 YEARS

Orchard & Vine was established in 1959 and has a long history of serving the industry. Published 5 times per year, this full colour, high end glossy magazine is delivered by direct addressed mail to 3,600 orchardists, grape & berry growers, vegetable & organic growers, wineries and their associations throughout BC, Washington and across Canada.

AD RATES 2010

Full Colour	One	Two	Three	Four+
Full page	\$1257	\$1205	\$1141	\$1098
Two-thirds page	\$ 940	\$ 897	\$ 849	\$ 765
Half page	\$ 835	\$ 798	\$ 758	\$ 698
One-third page	\$ 550	\$ 520	\$ 498	\$ 385
Quarter page	\$ 450	\$ 420	\$ 398	\$ 330
One-sixth page	\$ 275	\$ 278	\$ 250	\$ 230
Eighth page	\$ 235	\$ 225	\$ 215	\$ 185

Online Ad Links – all ads are linked up to advertisers web sites in our online publication

Back cover \$250 extra. Inside covers \$150 extra

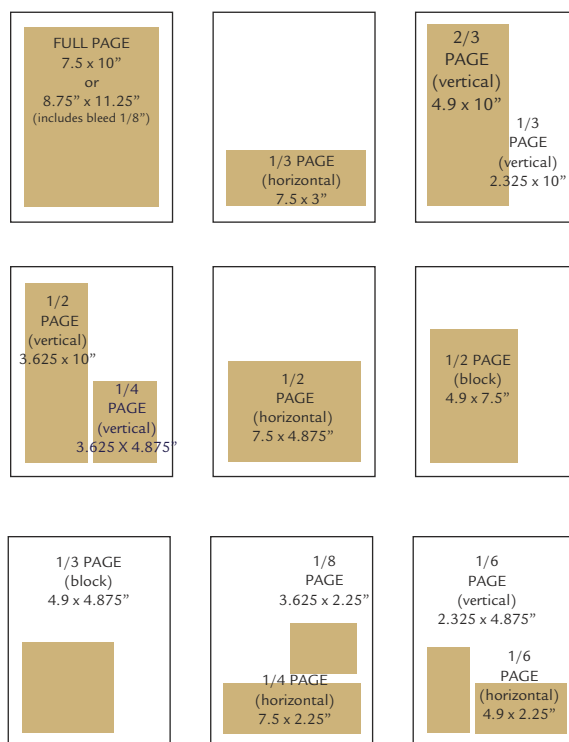
Double page spread \$1895 · Secured positioning add 10%

Non-Profit rates available

Multiple, consecutive issues must be booked in advance.

Flyer inserts available – call for pricing. All prices are net, in Canadian dollars.

Prices effective January 2010



8.5 x 11" magazine page size

ADVERTISING DEADLINES

Issue	Booking	Material
Pre-Spring (February)	Jan. 4	Jan. 11
Spring (April)	Feb.12	Feb.19
Summer (June)	April 16	April 23
Fall (October)	Sept. 3	Sep. 10
Year-End (December)	Nov. 5	Nov. 12

FILE FORMAT

We accept files in Adobe Indesign, Illustrator or Photoshop, and Quark Xpress 4. No Microsoft files please. PDF's must be press optimized in CMYK with fonts embedded. For good results any photos should be 300 dpi resolution at full size.

Contact Orchard & Vine Magazine at 250-769-2123 Fax: 1-866-433-3349

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