Rural can often mean ‘remote’ - but your marketing doesn’t have to be. Our mission is to help you make more meaningful connections through print.
Contact Us

Contact Jan or Erin via email at connect@trailblazhermagazine.com

Please let us know how we can be of further assistance. We will work with you to prepare a comprehensive program that’s tailored to your needs! We look forward to hearing from you soon.

Interested in becoming a stockist in Canada? Email us!

Social Profile

Instagram: @trailblazhermagazine
Facebook: Trailblazher Magazine
Sister Co to @theruralcollective

Premier Issue launched Nov. 1, 2020 through online sales at www.trailblazhermagazine.com. After premier issue launch we will be accepting applications for stockists and retail opportunities across Canada.

Submission Guidelines

This Media Kit contains submission guidelines for all sections within Trailblaz-her. Please refer to “A Look Inside Magazine Sections” on Page 9 for article specifications, deadlines and ways to get involved. Please note: all contributor positions are unpaid positions at the time being. If you require payment, we will graciously decline your application. However, we will contact you once Trailblazher has the means by which to begin paid positions. Thank you!

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This Media Kit contains lots of great info! From submission guidelines, advertising with us and becoming a stockist. Please connect with us if you have more questions!
Our Mission

There is an ever-growing movement of enterprising women who are building their lives and businesses around a rural lifestyle. They’ve been doing it for years. They are hard-working, resilient gals who deal with the challenges of poor internet connections, isolation and the always present need to connect in meaningful new ways with potential customers in their communities and beyond. These are women who really need connection with each other because it creates an ‘I’ve-got-your-back’ bond that leads to mentoring and authentic support. No woman succeeds on her own.

So, who are these rural entrepreneurs? Well they are makers, growers, farmers, ranchers, homesteaders, breeders, creatives, coaches, fashion designers, bloggers, photographers, podcaster’s, healers, producers, service businesses, etc... and they are trailblazers!

These are the women that Trailblaz·her Magazine is showcasing. They are women you should know about. They live on mountains, on the prairies, atop cliffs by the ocean, they live on ranches, plots of land, farms, within forests, just outside of cities and small towns... they are the rural women of Canada. These trailblazing women breathe life onto the resilient landscape of rural business and are the fibre that holds their families and communities together. These women are innovators through and through, constantly evolving themselves and their businesses and we can’t wait for you to meet them.

Trailblaz·her Magazine is here to showcase the lifestyles, stories and modern business wisdom of these enterprising, Canadian rural women – women who are pioneering a path to their biggest dreams. It's time you knew them and heard what they have to say. And it is our Big dream to present these women to you so you can know and feel their passion and understand the values that inspire and guide them.
About the Magazine

Published four times a year in print. 100% Canadian content. 100 pages of full colour collectible content. Finished size of 8.5" x 11". We believe in the power of print and holding a magazine in our hands, touching the pages - it connects us to the stories we read, which is why Trailblaz·her is not available as a digital copy.

Contains the following sections:

• From The Founders
• 8 Feature Stories
• Digging Up The Roots
• Rural Reflections
• Sustainable Fashion
• These Hands of Mine
• In The Kitchen
• HomeGrown
• The Wholesome You
• Grounded in You
• The Trailblazer In You
• Down To Business...

and so much more!

what is rural?
We define rural as living in the countryside or in towns of 3000 people or less.
The Story

Working with and helping enterprising women bring their businesses and dreams to life is something Trailblaz·her Magazine founders Jan and Erin Johnson have been doing for a long time – more than 15+ years. Jan (the writer/developer) and Erin (the graphic designer/marketer) showcased their skills for years by designing and creating - websites, marketing & branding collateral, writing and designing several books, courses and programs - because they loved helping women succeed in their businesses and their lives. It was when they decided to hone in on helping enterprising rural women that their ideas really began to solidify. They knew that helping rural women provided the greatest satisfaction to them because rural was where their hearts and home were. However, they worried if they focused on this niche exclusively it would exclude too many other women who could benefit from their expertise. The big truth they needed to admit was they weren’t actually growing their business being so general in their focus. The truth shifted their thinking. They knew it was now time to pull all their talents and previous ideas into an integrated BIG picture that gave them the freedom to explore a lifestyle they live and love while also helping rural entrepreneurial women live their best lives.

Lovers of back road driving, homemade and handmade goodness and business innovators themselves, Jan and Erin decided in December 2019 that it was time to jump in and create a publication that they would love to read and savour themselves. They wanted something organic looking and beautiful, about a simpler lifestyle on the land - away from the city hustle. They knew immediately what their own magazine would look and feel like. It would share stories, wisdom and ideas from other enterprising rural women like themselves who were carving out a life and livelihood on their own terms. Pulling this project together has been exciting and deeply satisfying at the same time. As an accompaniment to The Rural Collective (www.theruralcollective.com) and The Rural Collective Directory (www.ruralcollectivecanada.com) - Trailblaz·her is here and ready to inspire you.
Please email all ad materials to connect@trailblazhermagazine.com

Production Specs & Secondary Terms
Note: All electronic data will be held for one year from date of last insertion and all media will be kept in archive form only.

CONTACT For assistance or material extensions contact Jan or Erin Johnson at connect@trailblazhermagazine.com

ACCEPTABLE FILE FORMAT Press Ready PDF, High Resolution (300 dpi) PNG, High Resolution Jpeg (300 dpi). This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider. Please ensure all files are Print Ready or Highest Resolution possible and either RGB or CMYK colour format.

UNACCEPTABLE FILE FORMATS Other file types—such as Postscript, TIFF, EPS, native Photoshop files, or other native application files such as Quark, InDesign, PageMaker, Illustrator, Freehand, CorelDraw etc.—are unacceptable because they introduce many possibilities for error.

PROOFS Trailblaz·her Magazine utilizes Virtual Proofing technology for all digital print copies. You will be sent a full page proof in PDF form, this is the form that the magazine will be uploaded in, regardless of the size of ad purchased. (This may also include other ads if yours is less than a full page size)

PRINTING METHOD Full color digital press print. Mountain View Printing and Graphics in Calgary, AB.

PAYMENT Payment may be made in the form of a recognized Canadian Financial Institution business cheque, cashiers cheque, E-transfer, or credit card via PayPal or Stripe. Please make arrangements BEFORE committing to an advertising plan so as to ensure your payment is acceptable.

Please let us know how we can be of further assistance. We would be more than happy to assist you in ad design if you require our expertise!

We look forward to hearing from you soon.
# Ad Sizes Specifications

**PLEASE NOTE:** ALL Ads must include a 1/4" bleed.

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<thead>
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<th>TYPE</th>
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<tbody>
<tr>
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<td>17&quot; x 11&quot; + .25&quot; bleed on all sides</td>
<td>$1,600</td>
</tr>
<tr>
<td>Inside of Back Cover</td>
<td>8.5&quot; x 11&quot; + .25&quot; bleed on all sides</td>
<td>$1,100</td>
</tr>
<tr>
<td>Inside of Front Cover</td>
<td>8.5&quot; x 11&quot; + .25&quot; bleed on all sides</td>
<td>$1,100</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5&quot; x 11&quot; + .25&quot; bleed on all sides</td>
<td>$550</td>
</tr>
<tr>
<td>1/2 Page (horizontal only)</td>
<td>8.375&quot; x 5.5&quot; + .25&quot; bleed on all sides</td>
<td>$350</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4.25 x 5.5&quot; + .25&quot; bleed on all sides</td>
<td>$250</td>
</tr>
</tbody>
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NOTE: Prices, discounts and terms & conditions subject to change at anytime, without notice. Advertiser agrees to changes by agreeing upon submitting to, and committing to advertising in **Trailblaz-her Magazine**.
Circulation

WEBSITE ANALYTICS www.theruralcollective.com/magazine (as of Sept. 18, 2020)
Website launched February, 2020 - Total views 11,122
Average Views per Day - 39 views

INSTAGRAM ANALYTICS
@trailblazhermagazine launched Sept. 13, 2020
Total followers to date: 1419
97% Women Followers
Age Range - 18-24 with 9.9%, 25-34 with 44%, 35-44 with 26%, 45-54 with 11% etc.
90% Canadian Followers

@theruralcollective launched July, 2020
Total followers to date: 1513
96% Women Followers
Age Range - 18-64 with 46% of followers aged 25-34, and 26% of followers aged 35-44
88% Canadian Followers

FACEBOOK PAGE
The Rural Collective Movement
Total followers: 744
Total Likes: 660

Trailblazher Magazine
Total followers: 435
Total Likes: 374

Submission Deadlines for Ads
Summer Issue - June, July, August - Deadline is April 15th
Fall Issue - September, October, November - Deadline is July 15th
Winter Issue - December, January, February - Deadline is October 15th
Spring Issue - March, April, May - Deadline is January 15th.

FIRST ISSUE RELEASE STATS
Premier Issue launched Nov. 1, 2020
300 Copies for First Print Run - SOLD OUT 8 days after we started shipping
Re-Ordered 220 Issues - Delivered November 17, 2020
A LOOK INSIDE

trailblaz·her
RESILIENT, GUTSY, RURAL WOMEN OF CANADA

The New Mindset
Tips for Staying Connected in Remote Locations

Growing Up Daisies
Lifestyles & Businesses of Enterprising, Rural Women Pioneering a Path to Their Dreams
Featured Articles

Approximately 8 feature articles in each issue. Each article presents as a 7-8 page spread. Maximum 1000 word count. Original professional photos only considered for final published article.

An in-depth look into the life of enterprising, rural women in Canada who have a compelling, inspiring, or challenging story of their lives or businesses. Highlighting a rural life and lifestyle, challenges of running a rural business, success story, overcoming major barriers, intention for how you show up your business, the effect you want to have etc. We are looking for rural makers, growers, farmers, ranchers, homesteaders, breeders, creatives, coaches, fashion designers, bloggers, photographers, podcaster’s, healers, producers, service businesses, etc. We welcome submissions on interesting stories, inspiring lifestyles, fresh perspectives, overcoming challenges, relatability etc.

Feature article/story is written based on interviews done by Jan and Erin via Zoom.

We encourage rural women who run businesses of all kinds (in Canada) to submit photos and articles of their lives, wisdom and businesses to be considered for publication.

WE ACCEPT SUBMISSION IDEAS FOR THIS SECTION
Digging Up the Roots

One article per issue - 4 pages. Approx. 750 word count. Original professional photos only considered for final published article.

Article on what grounds us to our roots, to our culture, to previous generations. Connecting the past to the present as a rural woman.

Guest submission with regular article position is full.
RURAL REFLECTIONS

Rural Reflections

One question per issue - 2 page spread. Approx. 20 candid, responses from rural women across Canada. Each response to be maximum 35 words each. Please refer to www.theruralcollective/contributetomagazine.com for current question if you’d like to submit a candid response. Your Name will be credited to your response.

Example: “What anchors you to your rural life?”

WE ACCEPT SUBMISSIONS FOR THIS SECTION
Sustainable Fashion

2 page spread per issue. Original professional photos only considered for final published article.

Sustainable fashion, slow fashion, rural looks, ‘what’s in your closet’, fashion meets function - outfits or looks relating to rural lifestyle.

WE ACCEPT SUBMISSIONS FOR THIS SECTION FOR UPCOMING ISSUES
These Hands Of Mine

Approx. 5 One Page feature articles per issue. Professional photos only considered for final published article. Photo collage with “These Hands of Mine” response below.

Our hands are literally our connection to our families, our livelihoods and our communities. They nurture, they create, they cook, they reign, they connect, they lead, they dig, they fix, they teach, they toil - they are how we shape our world in big and small ways.

WE ACCEPT SUBMISSIONS FOR THIS SECTION FOR UPCOMING ISSUES
In the Kitchen

Guest Contribution. One mouth watering, seasonal recipe per issue. 4 pages total. Original professional photos only considered for final published article.

Recipes using wholesome ingredients typically found on a rural homestead. Comfort food, meat, breads et.

WE ACCEPT SUBMISSIONS FOR THIS SECTION FOR UPCOMING ISSUES
Homegrown

Two articles per issue - 5 pages total. Approx. Original professional photos only considered for final published article.

Article on a homegrown/homesteading life and article on teaching a skill relevant to each season.

Guest submission with regular article position is full.
The Wholesome You

One article per issue - 2 pages total. Maximum 100 words. Professional photos only considered for final published article.

The Wholesome You takes a look at your wellbeing - mental health, physical health, spiritual health, dealing with stress, burn out etc. A different focus each issue.

WE ACCEPT SUBMISSIONS FOR THIS SECTION FOR UPCOMING ISSUES
Grounded in You

One article per issue - 2 pages. Approx. 750 word count. Professional photos only considered for final published article. Regular column by Meagan Saum. https://www.meagansaum.com

Grounded in You is a comprehensive look at being authentic and staying on purpose and on track in our lives and businesses. Thought provoking mini teachings with a hands on activity to solidify your learning.
And More....

- Podcasts of rural women in Canada
- Down to Business - snippets of business wisdom sprinkled throughout each issue
- Hey Trailblazher! - A hands on activity in every issue helping you claim the Trailblazher in you!
Submission Requirements

We encourage rural women who run businesses of all kinds to submit photos and articles of their lives, wisdom and businesses to be considered for publication for any section within Trailblaz·her Magazine. You must be an enterprising, rural woman in Canada to submit.

To submit your article, idea or contribution please go to www.theruralcollective.com/contributetomagazine and fill out the form at the bottom of the page. If you have photos that reflect the topic of your submission please include them, even if they are just samples to show the mood and emotion behind them!

Please note: all contributor positions are unpaid positions at the time being. If you require payment, we will graciously decline your application. However, we will contact you once Trailblazher has the means by which to begin paid positions. Thank you!

All articles submitted for publication will undergo a final edit from our Chief Editor.

Submission Deadlines

Summer Issue - June, July, August - Deadline is April 15th
Fall Issue - September, October, November - Deadline is July 15th
Winter Issue - December, January, February - Deadline is October 15th
Spring Issue - March, April, May - Deadline is January 15th.

A Note to Photographers

We invite you to connect with us if you would like to contribute your work to a featured article or other section in the magazine. Currently, we are unable to monetarily compensate our talent, however we have a couple options to credit you and value your work.
1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Trailblazer Magazine ("Publisher") during 2020-2021. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder.

2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Trailblazer Magazine without the prior written permission of the Publisher.

3. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in Canadian currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must remit payment.

4. The advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.

5. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.

6. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.

7. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

8. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned...
Discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.

9. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.

10. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.

11. Advertising media will be destroyed, if not ordered returned, 12 months after last use without liability.

12. No rebate will be allowed for insertion of wrong key numbers. As is the case with typos or misrepresentation of ad due to development error.

13. The advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

14. The advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libellous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ... (continued next page)

*continued* (“Losses”) arising out of copying, printing, or publishing of such advertisement (“Claims”).

15. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to
indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the advertiser including, without limitation, those arising from any Claims.

16. The advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of Canada, or any of the provinces or subdivisions thereof.

17. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Trailblaz·her Magazine.

18. All advertisements must be clearly identified by the trademark or signature of the advertiser.

19. Words such as “advertisement” will be placed with copy that, in Publisher’s opinion, resembles editorial matter.

20. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.

21. The advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney’s fees, incurred by Trailblaz·her Magazine in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement.

22. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

23. Should Trailblazher Magazine and it’s affiliates acquire any new magazines beyond the current list of publications, the advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement.
24. The advertiser is responsible for any and all rate base increases that occur throughout the contract period. Rate base adjustments are NON-NEGOTIABLE.

25. All issues related to advertising will be governed by the laws of the Province of Alberta applicable to contracts to be performed entirely therein. Any action brought by advertiser against Publisher relating to advertising must be brought in the provincial courts in Alberta, Canada and the parties hereby consent to the jurisdiction of such courts.

26. Production Specs & Secondary Terms Ad materials should be sent via email to: connect@trailblazhermagazine.com Note: All electronic data will be held for one year from date of last insertion and all media will be kept in archive form only.

27. CONTACT For assistance or material extensions contact Jan or Erin Johnson, Trailblazher Magazine founders connect@trailblazhermagazine.com

28. ACCEPTABLE FILE FORMAT Press Ready PDF, High Resolution (300 dpi) PNG, High Resolution Jpeg (300 dpi). This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider. Please ensure all files are Print Ready or Highest Resolution possible and either RGB or CMYK colour format.

29. UNACCEPTABLE FILE FORMATS Other file types—such as Postscript, TIFF, EPS, native Photoshop files, or other native application files such as Quark, InDesign, PageMaker, Illustrator, Freehand, CorelDraw etc.—are unacceptable because they introduce many possibilities for error.

30. PROOFS Trailblazher Magazine utilizes Virtual Proofing technology for all digital print copies. You will be sent a full page proof in PDF form, this is the form that the magazine will be uploaded in, regardless of the size of ad purchased. (This may also include other ads if yours is less than a full page size)

31. PAYMENT Payment may be made in the form of a recognized Canadian Financial Institution business cheque, cashiers cheque, or E-transfer. Please make arrangements BEFORE committing to an advertising plan so as to ensure your payment is acceptable.
Ad Contract

Please print and email a copy to: connect@trailblazhermagazine.com  ATTENTION: Ad Contract

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<td>PHONE TO TEXT (CELL):</td>
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It is important to read the Terms & Conditions thoroughly to ensure you understand your rights and responsibilities. Any negligence based upon lack of understanding these terms are not the responsibility of the Publisher, Trailblazher Magazine, or any of it’s representatives. Any issues, problems, misunderstandings, wrong file types, or negligent payment based upon a lack of reading and understanding the T&C’s will be the sole responsibility of the Advertiser, and Trailblazher Magazine and it’s representatives will not, and cannot be held liable for them. We appreciate your business and look forward to a respectful and continuing relationship.