

Biodynamics

AGRICULTURE IN SERVICE OF THE EARTH AND HUMANITY



2007-08 Advertising Guide

Biodynamics is a publication of the Biodynamic Farming and Gardening Association, a non-profit 501(c)(3) organization. The Association's principal charitable purpose is to foster knowledge of the practices and principles of the biodynamic method of agriculture, horticulture, and forestry, and to advance the applications of the method through educational activities.

Members receive a one-year subscription to **Biodynamics**, which is published on a quarterly basis. The Association has published **Biodynamics** for over 65 years. Starting in 2008, an electronic version will also be available on the Association's website free of charge.



WHAT'S IN AN ISSUE OF *BIODYNAMICS*?

In the News *News of biodynamic agriculture and related issues in the United States and around the world; updates from the national office and the president of the board*

Highlights *Profiles of farms, wineries, and regional groups; conference and meeting highlights*

Seasonal Recipe *Recipes to showcase the seasonal harvest*

Seed Saving Column *The importance of seeds and seed conservation for biodynamic agriculture*

Reviews *Films, books, and other media pertaining to biodynamic, agricultural, or food issues*

Events *Calendar of biodynamic, agricultural, and food events*

Feature Articles *High-quality essays, research articles, interviews, and speeches*

Recent Topics: soil and composting, elements of biodynamic farms, biodynamic preparations and methods, community supported agriculture programs, biological pest control, education, plant cycles, bee keeping, changes in agriculture, farm self-sufficiency, biodynamic agriculture around the world

What Is Biodynamic Farming and Gardening?

In the early 1920s a group of practicing farmers, concerned with the decline of the soil, sought the advice of Dr. Rudolf Steiner, founder of anthroposophy, who had spent his life researching and investigating the forces that regulate life and growth. From a series of lectures and conversations held at Koberwitz, Germany, in June 1924, there emerged the fundamental principles of biodynamic farming and gardening, a unified approach to agriculture that relates the ecology of the earth-organism to that of the entire cosmos. This approach has been under development in many parts of the world ever since. Dr. Ehrenfried Pfeiffer, who worked with Dr. Steiner during the formative period, brought biodynamic concepts to the United States in the 1930s. It was during this period that the Biodynamic Farming and Gardening Association was founded in 1938.

Essentially, biodynamic farming and gardening look upon the soil and farm as living organisms. It regards maintenance and furtherance of soil life as a basic necessity if the soil is to be preserved for generations, and it regards the farm as being true to its essential nature if it can be conceived as a kind of individual entity in itself—a self-contained entity. It begins with the ideal concept of the necessary self-containedness of the farm and works with furthering the life of the soil as a primary means by which a farm can become a kind of individuality, which progresses and evolves.

Biodynamic agriculture is a way of living, working, and relating to nature and the vocations of agriculture based on good common-sense practices, a consciousness of the uniqueness of each landscape, and the inner development of each and every practitioner.

Ad Rates and Specifications

Deadlines

The following are the dates by which display ad space must be reserved and press-ready, electronic materials provided.

Spring (April)	January 20 (space reserved) February 7 (press-ready materials)
Summer (July)	May 20 (space reserved) June 1 (press-ready materials)
Fall (October)	August 20 (space reserved) September 1 (press-ready materials)
Winter (January)	December 1 (space reserved) December 7 (press-ready materials)

Required Materials and Formats

Layout and production of *Biodynamics* is done using QuarkXPress 7 and Photoshop on a Macintosh system. All text and graphics must be in black and white unless back-page spot color is specifically reserved.

The preferred format for ads is in electronic form. If necessary, we can also accept camera-ready art. Please follow the guidelines below when submitting material for publication.

Electronic Files

Electronic files may be submitted via e-mail or on a Mac- or PC-formatted CD. Please send e-mail attachments to Rebecca Briggs at journal@biodynamics.com.

PDF files, prepared using “press settings,” are preferred. All fonts must be embedded. Files may also be saved in Quark 7 (or earlier) format. EPS, TIFF, and JPG files are also acceptable.

Please be sure to include any fonts (printer and screen, Postscript only), and all EPS, TIFF, and JPG art files.

Note: Word-processing programs generally will not provide acceptable results. TIFF files will often provide better resolution than JPG.

Camera-Ready Reflective Art

Ads may also be supplied as high-contrast black-and-white line art if provided *two weeks* before the normal press-ready deadline. We will scan the art for placement in the journal layout. High-quality originals produce the best-quality final ads. Art supplied as 300 dpi laser copy will produce marginal results.

If there are any photos or grayscale drawings in the ad, please indicate their position and size on an overlay and send them along to be scanned. There may be an additional charge for scanning, depending on the number of items involved.

Should you choose to scan your own photos or continuous tone drawings, scan them at a resolution of 225 ppi at their final dimensions and save as TIFF files. Any line art scans should be scanned at a resolution of 1000 ppi and saved in Mac EPS format.

Production Charges

There will be an extra charge for ads that involve more than minimal time for scanning and production. For a fee, we can also provide basic design and production work for ads based on your supplied text. Please contact Rebecca Briggs at journal@biodynamics.com for details.

Ad Dimensions

Full page	7" x 9"
Half-page vertical	3-3/8" x 9"
Half-page horizontal	7" x 4-3/8"
Quarter-page	3-3/8" x 4-3/8"
Eighth-page	3-3/8" x 2-1/8"

Rates

Ad	Single	Four Issues
Full page	\$350.00	\$300.00/issue
Half-page	\$185.00	\$170.00/issue
Quarter-page	\$100.00	\$90.00/issue
Eighth-page	\$55.00	\$45.00/issue

Classified Ads

Classified ads for internship and employments, opportunities available, and items for sale are available at a rate of \$15.00 for forty words and \$0.28 for each additional word. Association members are entitled to receive two ads per year for the \$15.00 fee. There is currently no charge for calendar listings. We reserve the right to edit all submissions. All classified ads, including those not printed in the journal, will be posted on the Association website at www.biodynamics.com. Please be sure to notify the Association at info@biodynamics.com when you no longer need your ad to appear on our website.

Classified ads and calendar listings must be received one month prior to publication (i.e. March 1, June 1, September 1, and December 1). Although all ads and listings received after these deadlines will appear in the next issue, you may request that your ad or listing be placed online immediately.

Payment

Payment must be received with the ad materials unless invoicing arrangements have been made. Please make checks payable to the Biodynamic Farming and Gardening Association and send to 25844 Butler Road, Junction City, OR 97448.

Submissions

Please contact:

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