The Western Producer presents Cattle Connect, a special section focused on herd health and management, livestock technology, swath grazing, calving tips and more. This section will be published seven times a year, each one with a specific focus, designed to reach the cattle sector. This is an excellent opportunity to reach your target audience and showcase your financial business, products or services.

Cattle Connect Topic / Theme | Publication dates | Ad copy & booking deadline
--- | --- | ---
Calf Care | January 25 | January 15
Animal Health | February 22 | February 12
Post Calving Health | March 29 | March 19
Pasture Health | May 3 | April 23
Producing Quality Beef | September 27 | September 17
Livestock Handling | October 18 | October 9
Healthy Sires | November 29 | November 19

SPACE IS LIMITED! For more details or to book your spot, contact your rep today.

The Western Producer
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2310 Millar Avenue
Saskatoon SK
S7K 2C4

Phone: (306) 665-3500
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Toll Free: 1-800-667-7776

Advertiser must be relevant to the feature topics that they appear in.
SPECIAL SERIES | CATTLE CONNECT

Ad Sizes & Rates
Talk to your Advertising Consultant for other sizes and pricing.

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<th>Price (Full Colour)</th>
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QUICK FACTS
Size: Tabloid (10.75” x 15.5”)
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Why choose us?

The Western Producer is Western Canada’s leading agricultural news source for farmers, reaching more than 112,000 people with every issue.

94 percent of subscribers spend more than an hour and a half each week reading The Western Producer.

Our subscribers farm about 58 million acres or 90 percent of the farmland in Western Canada.

The Western Producer is five times more likely in print to be a farmer’s primary source of agricultural news and information compared to the next leading competitor.

TOTAL PAID CIRCULATION: 34,344

Rates effective January 1, 2018