

## SPECIAL SERIES | AFTER THE FARM

with feature topics:

- POST RETIREMENT
- ESTATE PLANNING
- FINANCIAL PLANNING
- SNOWBIRD LIFESTYLE
- TAX PLANNING



**The Western Producer** presents **After the Farm**, a special section focused on succession planning, retirement and new goal-setting strategies tailored for today's farm. This section will be published five times a year, each one with a specific focus, designed to reach this retirement age demographic. This is an excellent opportunity to reach your target audience and showcase your financial business, products or services.

After the Farm Topic / Theme	Publication dates	Ad copy & booking deadline
Post Retirement	February 22	<b>February 12</b>
Estate Planning	April 19	<b>April 9</b>
Snowbird Lifestyle	August 2	<b>July 23</b>
Financial Planning	October 25	<b>October 15</b>
Tax Planning	December 20	<b>December 10</b>

### The Western Producer

Box 2500  
2310 Millar Avenue  
Saskatoon SK  
S7K 2C4

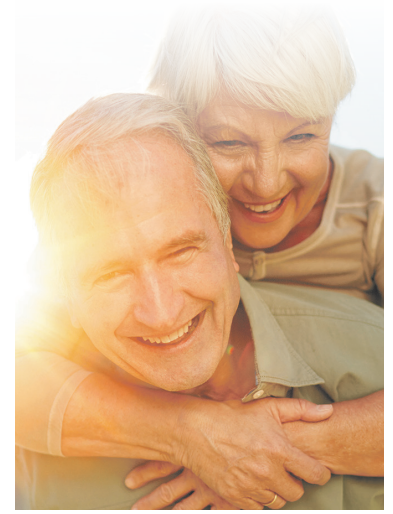
Phone: (306) 665-3500

Fax: (306) 653-8750

Toll Free: 1-800-667-7776

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

# THE WESTERN PRODUCER



## SPECIAL SERIES | AFTER THE FARM

### Ad Sizes & Rates

Talk to your Advertising Consultant for other sizes and pricing.

<b>BANNER AD</b> 5 columns x 28 ag 9.875" x 2"  <b>\$840 FULL COLOUR</b>	<b>SECTION EARLUG</b> 4.875" x 1.275" (above is maximum size) <b>ONLY ONE AVAILABLE</b>  <b>\$750 FULL COLOUR</b>	<b>3x100</b> 3 columns x 100 ag 5.85" x 7.14"  <b>\$1,800 FULL COLOUR</b>
<b>HALF PAGE</b> 5 col x 98 ag 9.875" x 7"  <b>\$2,940 FULL COLOUR</b>	<b>JUNIOR PAGE</b> 4 col x 140 ag 7.875" x 10"  <b>\$3,360 FULL COLOUR</b>	<b>FULL PAGE</b> 5 col x 196 ag 9.875" x 14"  <b>\$5,880 FULL COLOUR</b>

#### EASY UPLOAD

Send us files through our web interface, maximum size 500 megabytes. Go to: [www.producer.com/ezupload/](http://www.producer.com/ezupload/)

#### QUICK FACTS

Size: Tabloid (10.75" x 15.5")

Stock: ANC Newsprint

### 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