The Western Producer presents Around the Farm, a special section focused on safety, equipment, outbuildings and recreational activities tailored for today’s farm. This section will be published nine times a year, each one with a specific focus, designed to reach agricultural customers. This is an excellent opportunity to reach your target audience and showcase your financial business, products or services.

### Around the Farm Topic / Theme | Publication dates | Ad copy & booking deadline
---|---|---
Trucks & Trailers | February 8 | January 29
Tires & Tracks | March 8 | February 26
Farm Buildings | April 5 | March 26
Security | May 31 | May 22
Grain Storage & Handling | June 7 | May 28
Seed Equipment | September 20 | September 10
ATVs & UTVs | October 4 | September 24
Techs & Specs | November 1 | October 23
Tillage & Seeding | December 6 | November 26

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Advertiser must be relevant to the feature topics that they appear in.
SPECIAL SERIES | AROUND THE FARM

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

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Description</th>
<th>Dimensions</th>
<th>Full Colour Price</th>
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<td>Banner AD</td>
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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

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