**Special Series | Precision Ag**

with feature topics:

- **BIG DATA**
- **AGRONOMY**
- **DATA COLLECTION**

**The Western Producer** presents **Precision Ag**, a special section focused on technology, agronomy and new products tailored for today’s farm. This section will be published three times a year, each one with a specific focus, designed to reach tech-savvy farmers who know the value of precision agriculture. This is an excellent opportunity to reach your target audience and showcase your financial business, products or services.

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

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**The Western Producer**
Box 2500
2310 Millar Avenue
Saskatoon SK
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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