

**THE WESTERN  
PRODUCER**

2019 RETAIL

**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.

<b>After the Farm Topic / Theme</b>	<b>Publication dates</b>	<b>Ad copy &amp; booking deadline</b>
Post Retirement	February 14	<b>February 4</b>
Estate Planning	May 23	<b>May 13</b>
Snowbird Lifestyle	August 1	<b>July 22</b>
Financial Planning	October 24	<b>October 15</b>
Tax Planning	December 19	<b>December 9</b>

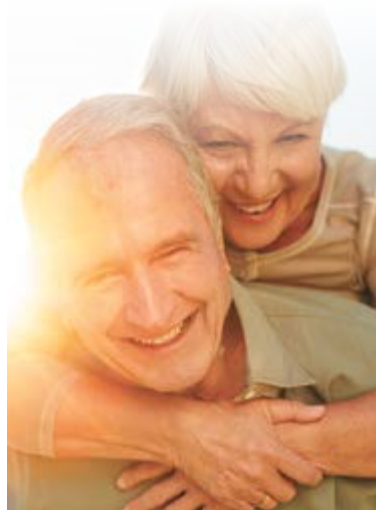
**SPACE IS LIMITED!** For more details or to book your spot, contact your rep today.

**The Western Producer**  
1000 - 3530 Millar Avenue  
Saskatoon SK  
S7P 0B6

Phone: (306) 665-3500  
Fax: (306) 653-8750  
Toll Free: 1-800-667-7776

Advertiser must be relevant to the feature topics that they appear in.

# 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>\$910 FULL COLOUR</b>	<b>SECTION EARLUG</b> 4.875" x 1.275" (above is maximum size) <b>ONLY ONE AVAILABLE</b>  <b>\$812.50 FULL COLOUR</b>	<b>3x100</b> 3 columns x 100 ag 5.85" x 7.14"  <b>\$1,950 FULL COLOUR</b>
<b>HALF PAGE</b> 5 col x 98 ag 9.875" x 7"  <b>\$3,185 FULL COLOUR</b>	<b>JUNIOR PAGE</b> 4 col x 140 ag 7.875" x 10"  <b>\$3,640 FULL COLOUR</b>	<b>FULL PAGE</b> 5 col x 196 ag 9.875" x 14"  <b>\$6,370 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:

# 34,369

Rates effective January 1, 2019