

**THE WESTERN
PRODUCER**

2020 RETAIL

SPECIAL SERIES | AFTER THE FARM

with feature topics:

- **POST RETIREMENT**
- **ESTATE PLANNING**
- **FINANCIAL 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 13	February 3
Estate Planning	May 21	May 11
Post Retirement	July 30	July 20
Financial Planning	October 22	October 13
Post Retirement	December 17	December 7

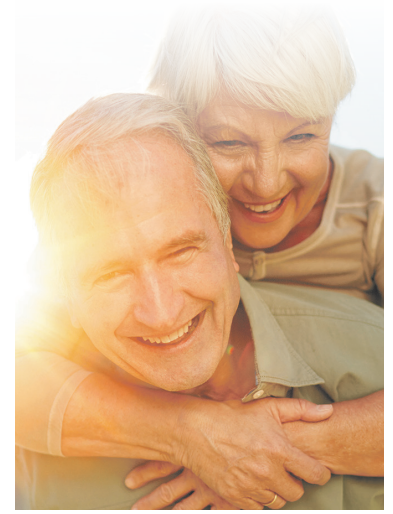
SPACE IS LIMITED! For more details or to book your spot, contact your rep today.

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

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Ad Sizes & Rates

Talk to your Advertising Consultant for other sizes and pricing.

BANNER AD 5 columns x 28 ag 9.875" x 2" \$938 FULL COLOUR	SECTION EARLUG 4.875" x 1.275" (above is maximum size) ONLY ONE AVAILABLE \$837.50 FULL COLOUR	3x100 3 columns x 100 ag 5.85" x 7.14" \$2,010 FULL COLOUR
HALF PAGE 5 col x 98 ag 9.875" x 7" \$3,283 FULL COLOUR	JUNIOR PAGE 4 col x 140 ag 7.875" x 10" \$3,752 FULL COLOUR	FULL PAGE 5 col x 196 ag 9.875" x 14" \$6,566 FULL COLOUR

EASY UPLOAD

Send us files through our web interface, maximum size 500 megabytes. Go to: 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 **100,000** 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:

31,058

Rates effective January 1, 2020