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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<td>April 9</td>
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**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:**

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Rates effective January 1, 2020