

**THE WESTERN
PRODUCER**

2021 RETAIL

SPECIAL SERIES | CATTLE CONNECT

with feature topics:

- ▶ **CALF CARE**
- ▶ **ANIMAL HEALTH**
- ▶ **POST CALVING HEALTH**
- ▶ **PASTURE HEALTH & GRAZING**
- ▶ **QUALITY BEEF/HEALTHY SIRES**
- ▶ **HANDLING SYSTEMS**



The Western Producer presents **Cattle Connect**, a special section focused on herd health and management, livestock technology, swath grazing, calving tips and more. This section will be published six times a year, each one with a specific focus, designed to reach the cattle sector. This is an excellent opportunity to reach your target audience and showcase your financial business, products or services.

Cattle Connect Topic / Theme	Publication dates	Ad copy & booking deadline
Calf Care	January 28	January 18
Animal Health	February 18	February 8
Post Calving Health	March 25	March 15
Handling Systems	April 22	April 12
Pasture Health & Grazing	April 29	April 19
Quality Beef/Healthy Sires	November 25	November 15

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

The Western Producer

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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" \$957 FULL COLOUR	SECTION EARLUG 4.875" x 1.275" (above is maximum size) ONLY ONE AVAILABLE \$854 FULL COLOUR	3x100 3 columns x 100 ag 5.85" x 7.14" \$2,050 FULL COLOUR
HALF PAGE 5 col x 98 ag 9.875" x 7" \$3,349 FULL COLOUR	JUNIOR PAGE 4 col x 140 ag 7.875" x 10" \$3,827 FULL COLOUR	FULL PAGE 5 col x 196 ag 9.875" x 14" \$6,697 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, 2021