

**THE WESTERN
PRODUCER**

2021 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 11	February 1
Estate Planning	May 20	May 10
Post Retirement	July 29	July 19
Financial Planning	October 21	October 8
Post Retirement	December 16	December 6

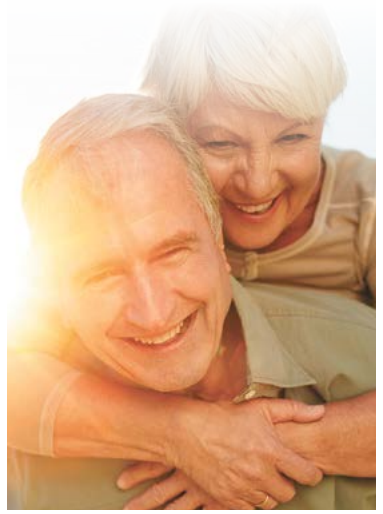
SPACE IS LIMITED! For more details or to book your spot, contact your rep today.

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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" \$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