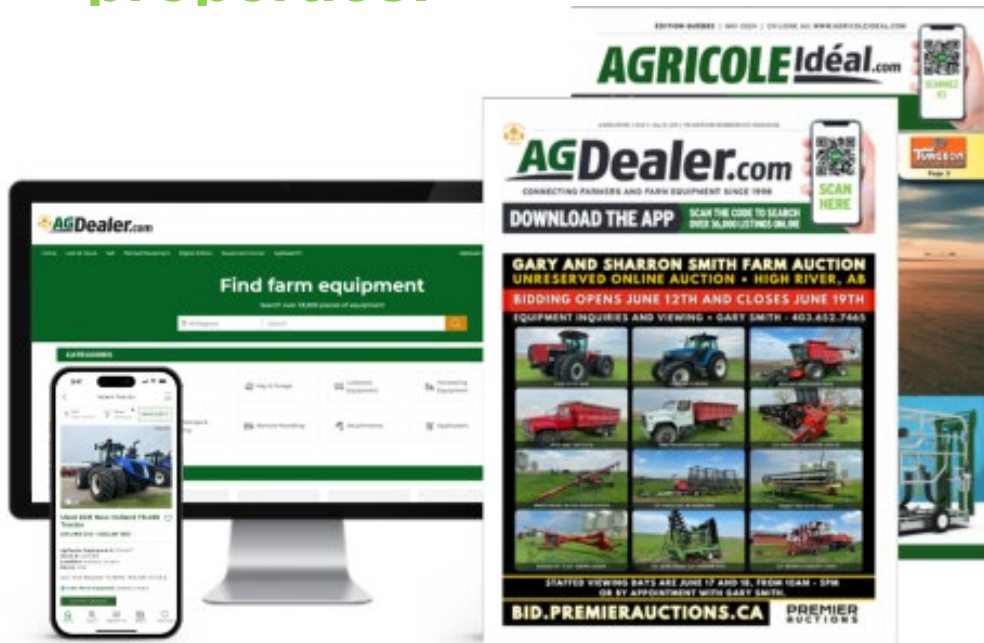


Canada's largest inventory
of dealer-sourced farm
equipment listings with
print, online and app
properties.



www.agdealer.com
www.agricoleideal.com

Target Audience	Canadian farmers
Editorial Focus	Not an editorially-focused franchise, however through web and app experiences and the Machinery landing page on AgDealer.com, surfaces relevant equipment and machinery content from our media publications.
Value Proposition	Canada's largest inventory of dealer sourced farm equipment for sale. Trusted Canadian brand that has been serving Canadian farmers and farm dealers for over 25 years.
Format	Tabloid newspaper (West), Magazine (East), website, app and newsletters
Frequency	Bi-weekly (AB, SK, MB, ON); Monthly (QC)
Digital Audience	AgDealer.com: 4.2M+ yearly visits Agricoleideal.com: 630K+ yearly visits 17K+ app downloads 12.5K+ newsletter subscribers 18K+ search alert subscribers
Distribution	Farm mailboxes. AB: 37K SK: 30K MB: 14K ON: 44K QC: 21K
Competitors	Marketbook/Tractorhouse, Large Dealer Groups, Ma Revue, AgriExtra, Kijiji, Facebook Marketplace