

## Where Alberta farmers and ranchers find out what's happening in agriculture.



[www.albertafarmerexpress.ca](http://www.albertafarmerexpress.ca)

Target Audience	Commercial grain farmers and ranchers in Alberta
Editorial Focus	Serving Canada's second largest agricultural province, Alberta Farmer Express provides tailored industry insights for Alberta farmers, articles offering an in-depth knowledge of the diverse landscapes, and exclusive coverage of Alberta's unique agricultural challenges including cross-sectoral interface with the energy and beef sector. Combines local reporting with coverage from GFM editorial staff.
Value Proposition	Widely-distributed local ag publication focused on the unique needs of Alberta farms.
Format	Tabloid newspaper, website, daily newsletter
Frequency	Bi-weekly, 26x per year
Digital Audience	340K+ yearly visits 3.2K+ newsletter subscribers
Distribution	37,115 farm mailboxes
Competitors	Alberta Beef, local news