

## Canada's only national beef magazine.



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

Target Audience	Canadian cattle producers including cow-calf, feedlot and backgrounding sectors.
Editorial Focus	Industry-leading expertise on cattle production topics including market trends and trade, research, industry news, animal health, nutrition, range and pasture management
Value Proposition	Canada's only national beef sector magazine, providing in-depth coverage on the issues that matter most to Canadian cattle producers.
Format	Magazine, website, daily newsletter, guides
Frequency	12x per year
Digital Audience	660K+ yearly visits 4.4K+ newsletter subscribers
Distribution	7,678 paid subscribers
Competitors	Alberta Beef, local news