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Target Audience	Canadian farmers
Editorial Focus	Your farm, your conversation. Sharing stories of real farm families' experiences with change management, leadership, business planning, governance, financial management, wellness and more.
Value Proposition	Serving up the conversations that matter to all farm families across Canada, regardless of farm type, generation or journey in their farm career. Paid subscription model targets business-focused farm decision makers.
Format	Magazine, website, weekly newsletter
Frequency	8 issues per year
Digital Audience	220K+ yearly visits 6.1K+ newsletter subscribers
Distribution	3,200 paid subscribers
Competitors	Better Farming, Harvard Business Review