

Shining a light on Ontario agriculture.



www.farmtario.com

Target Audience	Ontario farmers
Editorial Focus	To provide Ontario's commercial farmers with professional, high-quality journalism that delivers the insight they need to make decisions that drive their farm forward. Connects Ontario farmers to the latest cutting-edge research and ag innovation, crop production, dairy and livestock production, with a focus on Why it Matters.
Value Proposition	Farmtario provides farmers access to the farm news they need, when they need it -- online, on their phone, in their inbox, on social media and in their mailbox.
Format	Tabloid newspaper, guides, website, daily newsletter
Frequency	Bi-weekly, 25x per year
Digital Audience	415K+ yearly visits 8.2K+ newsletter subscribers
Distribution	40,670 Ontario farm and rural mailboxes
Competitors	Ontario Farmer, Ontario Beef Farmer, Ontario Grain Farmer, Better Farming, Top Crop Manager, Progressive Dairy, Farms.com