

Peace River region's trusted agricultural newspaper.



Target Audience	Ag community in Northeast BC and Northwest Alberta
Editorial Focus	Aggregated content, reprints from a variety of agriculture sources (ie. Agrinews, Beef Cattle Research Council, UofA, UofC, etc.)
Value Proposition	Trusted local source of information (content & advertisers) that supports agriculture communities within the area (i.e. 4H).
Format	Tabloid newspaper
Frequency	Bi-weekly (25 issues per year)
Digital Audience	N/A
Distribution	16K mail and dealer drop-off
Competitors	No direct competitors

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