

Serving Western Canadian farm families with ag news, markets and farm lifestyle content since 1923.



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Target Audience	Commercial grain and mixed grain/livestock operations across Western Canada
Editorial Focus	Providing up-to-date information on market trends, commodity prices, trade dynamics for crops and livestock for large acreage producers in Western Canada. Articles and features on livestock and crop production management offer information customized to the Prairies.
Value Proposition	Highly valued farm publication, continuously sees high engagement results in readership studies, social channels and digital properties.
Format	Tabloid newspaper, guides, website, daily newsletter
Frequency	Weekly, 51x annually
Digital Audience	3.4M+ yearly visits 14.5K+ newsletter subscribers
Distribution	Approximately 20,000 / week
Competitors	