

Canada’s largest inventory of dealer-sourced farm equipment listings with print, online and app properties.



[www.agdealer.com](http://www.agdealer.com)

[www.agricoleideal.com](http://www.agricoleideal.com)

Target Audience	Canadian farmers
Editorial Focus	Web and app experiences and the Machinery landing page on AgDealer.com surfaces relevant equipment and machinery content from our media publications.
What makes it unique	Canada's largest inventory of dealer sourced farm equipment for sale. Trusted Canadian brand that has been serving Canadian farmers and farm dealers for over 25 years.
Format	Tabloid newspaper (West), Magazine (East), website, app and newsletters
Frequency	Bi-weekly (AB, SK, MB, ON); Monthly (QC)
Digital Audience	AgDealer.com: 367K monthly visits; Agricoleideal.com: 57K monthly visits Search Alert Subscribers: 24K and 60K profiles
Distribution	Farm mailboxes. AB: 37K   SK: 30K   MB: 14K   ON: 44K   QC: 21K