

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.)
What makes it unique	Trusted local source of information (content and advertisers) that supports the agriculture communities within the area (ie 4H).
Format	Tabloid newspaper
Frequency	Bi-weekly (25 issues per year)
Digital Audience	N/A
Distribution	16K mail and dealer drop-off