

THE NUMBERS

REACH YOUR TARGET AUDIENCE

Midwest Marketer is a weekly publication, sent as a supplement to qualified producers every **Saturday** with Iowa Farmer Today, Missouri Farmer Today, and Illinois Farmer Today.

TOTAL CIRCULATION = 23,314

IOWA = 10,342

ILLINOIS = 3,426

MISSOURI = 6,416

OTHER STATES = 3,130

Our Readership Can't Be Outdone

Mailed weekly to qualified Midwest cattle producers in all segments of the beef industry:

Commercial Cow Calf Producers
Purebred Seedstock Producers
Farmer Feeders
Commercial Feedlots
Stockers & Backgrounders
Livestock Auction Markets

Cattle Order Buys
Purebred Cattle Sale Managers
Sale Consultants / Marketing Agents
Herd Consultants
Breed Associations
University / Extension



Midwest **MARKETER**