

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 = 27,384

IOWA = 12,903

ILLINOIS = 3,792

MISSOURI = 6,993

OTHER STATES = 3,696

*May 29, 2021 Issue.

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
Beef 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**