



ALBERTA BEEF POST



The playing field

BSE, low crop prices, high real estate prices and an aging population are a few reasons why so many farmers and ranchers are retiring today. The last Statistics Canada census showed there were a TOTAL of 59,000 farms of all types in Alberta. This year's 2006 census will show a considerable drop in numbers. If not already noted, the competition for market share will become fierce. Simply, the pie is shrinking as more and more buyers (customers) exit the market place.

The strategies needed

Marketing and in particular advertising strategies should also adjust with the changing times. Mirroring and adopting strategies like those of large corporations can be easily achieved. One noted strategy of these leading marketers that sell to cattle producers is they make each and every advertising dollar work for them. That is, their products are sold to beef producers and they advertise in publications targeted solely to beef producers. Hence, no wasted advertising dollars are being spent talking to crop, swine, horse, and retired producers. They know when hunting big game a shot gun approach does not work; rather you need a rifle to hit your target effectively.

The necessary tools

We have the rifle and target for you. From the publishers of Alberta and Saskatchewan Beef Magazines and Beef Illustrated comes a relatively new (launched 2005) publication called Alberta Beef Post. A tabloid format, the Post gives companies such as yours the largest beef producer targeted circulation (15,000) of any other publication in Alberta. You maximize your advertising dollars by reaching 100% of your customer base with no waste. Plus, unlike non-address admail publications, we deliver the Post to the family name and address of qualified beef producers. This ensures a higher adoption and readership because it's addressed to them. Plus, the Post carries a variety of industry editorial content and photos that producers read. If they are reading, they are seeing your advertisement. When you take the shrinking market place into account, when you look at what and how large corporations market their products with all their expertise - then you look at Alberta Beef Post and its 15,000 circulation to ONLY beef producers - the math makes sense. Take aim on your customers - both existing and potential. Who can afford to waste money today talking to people who will never buy your product?

ALBERTA BEEF POST
Cost Effective and Targeted Circulation

For More Information Call A Representative Today: 1-800-387-BEEF

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