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# BEEF ILLUSTRATED

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A Publication For Buyers And Sellers Of Cattle

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**BEEF ILLUSTRATED** is a simple concept in beef advertising...

**LARGE** circulation; targeted **ONLY** to beef producers; competitive advertising rates; and uniqueness in the type of advertising messages.

**ONE** characteristic of cattle producers that stands out is their thirst for information about cattle and events in the beef industry. Whether in the barns, social events or just about anywhere you find cattle producers together, the talk is generally about cattle.

**WHICH** is why Beef Illustrated carries **ONLY** cattle sale advertising and no agri-business. As our slogan says, "For buyers and sellers of cattle". It's just another example of giving our advertising and reading customers what they want.

**WITH** the largest, provincial beef targeted circulation of any other publication; Beef Illustrated can deliver the message better and more cost effectively. We target **ONLY** beef producers with addressed mail. Other publications are mass mailed to everyone with a rural route address. Who they are is anyone's guess?

**SIMPLY**, if you sell to cattle producers, then advertising in a publication that is read by **ONLY** cattle producers, is simply the best way to go - Beef Illustrated delivers results.

## BEEF ILLUSTRATED

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

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