

# Our Trade Show Model

## *The Advantages*

### **Competition Free**

In each issue of **the Farm Edition**, we showcase between **20 to 30** uniquely **different** products and services. This **Trade Show in a Tabloid** is not a directory. Each exhibitor has **exclusivity** in their product category or vertical market.

### **Affordability**

If the average cost of a single business card is **15 cents**, a full page presentation in **the Farm Edition** is approximately **5 1/2 cents** per household or

1/3rd the cost of a single business card.

### **Full Colour**

In **the Farm Edition**, we use a UV full colour process to showcase your product.

### **High Interest**

**The Farm Edition** is easy reading. On average, 50% of each exhibitor's presentation is visual with content that is designed to inform, educate and sell.

