

# GROW YOUR REACH WITH RURAL CANADA'S TRUSTED VOICE!

Sow the seeds of success with...



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RFD-TV Canada offers an authentic glimpse into the farming and agricultural lifestyle. Rooted in the values of sustainability, community, and rural traditions, we celebrate the hardworking individuals, vast landscapes, and enduring practices that define the spirit of agriculture.

RFD-TV Canada has seen impressive **21.5%**<sup>1</sup> subscriber growth over the past year, highlighting a strong and consistent demand for our content.

### Why Advertise with RFD-TV Canada?

Our dedicated audience isn't just watching—they're deeply connected to the lifestyle we represent. By partnering with RFD-TV Canada, your brand reaches a loyal and growing community that values sustainability, supports local, and trusts brands that understand the rural experience.

We offer multi-platform exposure, from TV broadcasts to social media, helping you build genuine connections with viewers who prioritize quality and dependability.



[Click to Watch Short Video](#)








<sup>1</sup>. Internal source: comparison from October 2023 - October 2024

## KEY AUDIENCE

RFD-TV Canada has a household reach of more than **358,750**.<sup>1</sup> Our viewers are passionate & devoted to all things western

**Programming Categories:** Western lifestyle program, western sports, fashion, music, and movies.

### Target Audience A35+ | Secondary M18+

-  Outdoorsmen & Women
-  Farm Owners
-  Country Music Fans & concert goers
-  Fans of Rodeo On TV
-  People who hunting and fishing

**Median Age:** 56 years old <sup>2</sup>

**Gender:** 70% Male | 30% Female <sup>2</sup>

**Median Household Income:** \$95k /year <sup>2</sup>

**35%** have post-secondary education <sup>2</sup>

**Activities:** ATV/UTV, Hunting, Fishing, Gardening, Camping <sup>2</sup>

1. Based on subscribing households x avg 2.5 person/household (Numeris HH reach)  
2. Stats Canada

Follow along on socials:





**Sow the seed of success!**

Contact your sales representative

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