



FARM JOURNAL

LIVESTOCK MARKETING KIT

2024

DRIVERS
Driving the Beef Market

Dairy Herd
Management

MILK
Business Quarterly

Farm Journal's
PORK

BOVINE
VETERINARIAN

MILK
Business Conference



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ABOUT FARM JOURNAL

America's #1 provider of agriculture content, producer insights and business solutions.

Farm Journal's powerful platform and industry-leading database can increase your ability to reach your vital audience with the right message in the right way at the right time. Tap into our first-party relationships and data strategies to connect more deeply with the audience you want to reach.



FARM JOURNAL BRANDS

As the most trusted name in agriculture, Farm Journal's iconic brands engage every key audience across the industry: row crop farmers, livestock producers, produce packers, equipment dealers, ag retailers, veterinarians, nutritionists and other stakeholders across the food production chain.

ROW CROP	LIVESTOCK	PRODUCE	BUSINESS INFO	BROADCAST
   	     	    	  	     



YOUR MARKETING TOOLBOX

MARKETING SOLUTIONS	BRAND AWARENESS	TRAFFIC DRIVING	LEAD GENERATION	SOCIAL ENGAGEMENT	THOUGHT LEADERSHIP
Premium Magazines	✓	✓	✓		✓
Display	✓	✓			
Data Driven Programmatic	✓	✓		✓	
Whitepaper	✓		✓		✓
Webcasts	✓	✓	✓		✓
Targeted E-Mails	✓	✓	✓		
Mobile Text Messaging	✓	✓	✓		
Research	✓		✓		✓
Sponsored Content	✓	✓		✓	✓
Dynamic Content Connection	✓	✓	✓		✓
Video	✓	✓		✓	✓
Podcasts	✓			✓	✓
National Syndicated Radio	✓	✓			✓
E-Newsletters	✓	✓			✓
Content Marketing Solutions	✓	✓	✓	✓	✓
Awards	✓		✓	✓	✓
Events	✓	✓	✓	✓	✓



BRAND AWARENESS

Put your company's image, message and offer right in front of retailers, consultants and farm managers.



TRAFFIC DRIVING

Boost visits to — and engagement with — your website and other online platforms.



LEAD GENERATION

Trigger sales leads by finding interested prospects within a targeted audience.



SOCIAL ENGAGEMENT

Expand opportunities for direct engagement with advisers who make trusted recommendations.

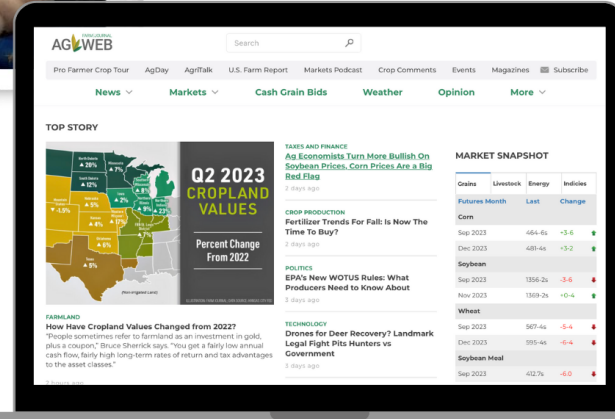
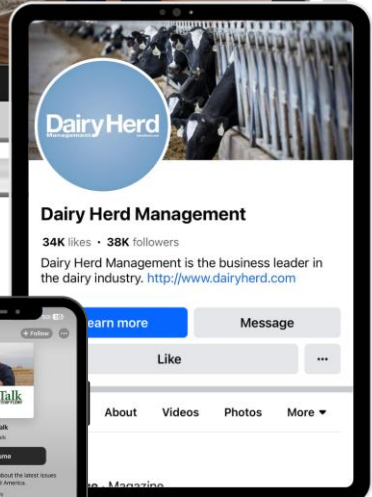
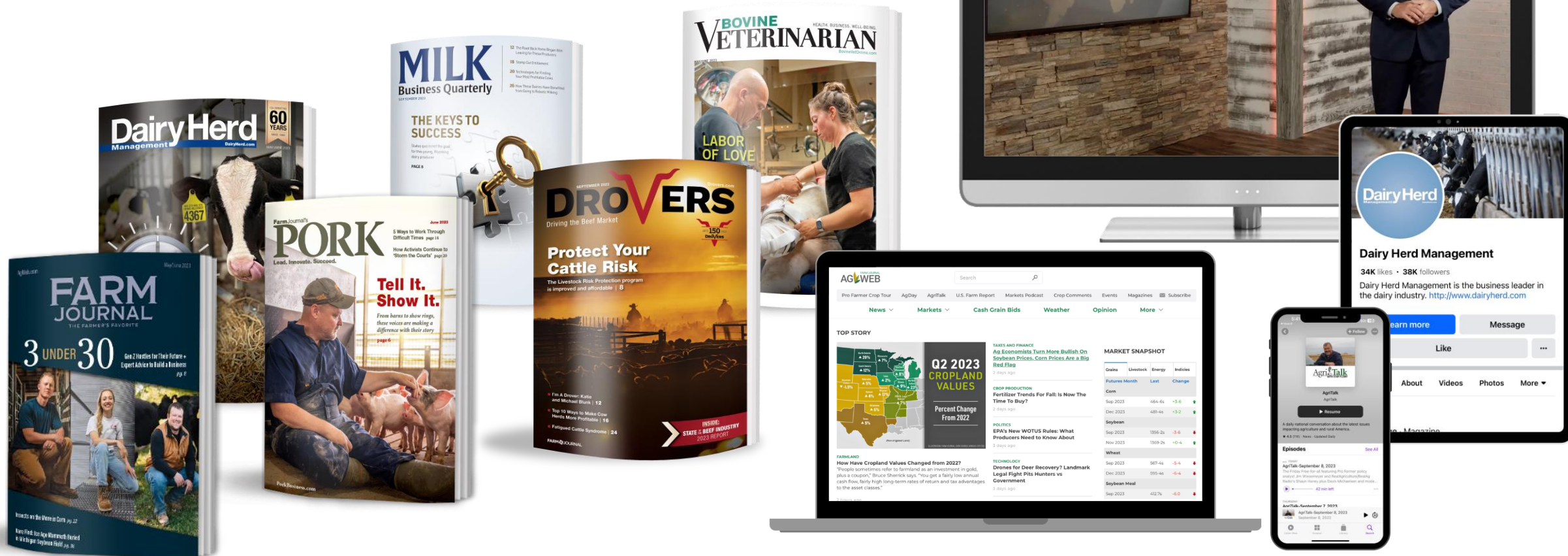


THOUGHT LEADERSHIP

Strengthen your brand's reputation for ag industry expertise by communicating it to our audience.

AN OMNI-CHANNEL APPROACH

Through cross-channel engagement with the audience you want to reach, Farm Journal's diverse content team can help you deliver the **RIGHT MESSAGE** to the **RIGHT PEOPLE** at the **RIGHT TIME**.



FARM JOURNAL OVERALL DATABASE REACH



Total Reach:

14,061,937+



Premium Magazine:

446,704

Subscribers



Websites:

11,448,726

Unique Users



Mobile Text Messaging:

107,000

Subscribers



Targeted E-mail:

485,865

Subscribers



National Syndicated
Radio & Streaming
Audio:

234,602+

Listeners



Television:

858,250+

Viewers



eNewsletters:

474,290

Subscribers



Events:

6,500+

Attendees

LIVESTOCK DATABASE REACH



Total Reach:
4,400,243+



Premium Magazine:

203,674

Subscribers



Websites:

2,888,126

Unique Users



Mobile Text Messaging:

22,000

Subscribers



Targeted E-mail:

55,869

Subscribers



National Syndicated
Radio & Streaming
Audio:

234,602+

Listeners



Television:

858,250+

Viewers



eNewsletters:

137,322

Subscribers



Events:

400+

Attendees

MARKETING OPPORTUNITIES

Align your company with trusted industry information, analysis and expertise, creating greater **BRAND AWARENESS** as well as **THOUGHT LEADERSHIP**.

➔ Content Marketing

Combating Competitors Package, Education Package, KOL Engagement Package, Perception Change Package, Product Launch Package, Preplant Package

➔ Custom Publishing

Advertorials, Technical Sheets, Focus Reports, Testimonial Report, Custom Article, Custom Guide, Custom Printing

➔ Custom Digital and Broadcast

Social Media, Facebook Live, Custom Blog, Digital Whitepaper, eBook, Training Module, Infographic/Gifographic, Webinar, Custom Website, Campaign Landing Page, Sponsored Topic Webpage, Short- or Long-Form Video, 360-Degree Video, Webisodes, Podcast, Virtual or In-Person Roundtable





August 2023
DROVERS
 Driving the Beef Market
Decision Time
 Capture the full potential value of your calves. | 8
 Drovers.com
 150th Anniversary

Farm Journal's
PORK
 Lead. Innovate. Succeed.
Prioritize People
 Don't forget to support your employees during uncertain times
 page 6
 July/August 2023
 How Can You Weather the Storm? page 10
 Put Intention Behind Your Incentives page 14

Milk Business Quarterly
 MAY 2023
Greener Pastures
 Next Exit
ALL SIGNS LEAD TO SOUTH DAKOTA
 Supportive infrastructure rolls out welcome mat for producers and their cows
 PAGE 6
 DAIRYHERD.COM
 FARM JOURNAL

PREMIUM MAGAZINES

September 2023
5 Ways to Improve Sow Longevity page 10
From Fighter Pilot to Pig Farmer page 22

Emotional Dimension of Feeding Lifestock 16
 2022 NBOA Results | 14
 I'm a Drovers Farm, Fence, Repeat | 12
 FARM JOURNAL

Dairy Herd Management
Sustainable Then, Sustainable Now
 New sustainability efforts drive these two dairies forward
 Page 6
 60 YEARS
 JULY/AUGUST 2023
 DairyHerd.com

BOVINE VETERINARY
 SEPTEMBER 2023
TOO MUCH A GOOD THING?
 Could fewer vaccinations of BRD in beef?

MILK Business Quarterly
 MARCH 2023
 How One Dairy Offers Side Share as an Employee Incentive
 Drought-Be-Not-Tight to Attract and Retain Great Employees
 Dairy's Hazy Threats: Trends and Implications for Producers
 Water Scarcity: How Will We Feed Our Cows in the Future?

September 2023
DROVERS
 Drovers.com

DROVERS

Drovers has served as the trusted voice for beef cattle producers since 1873. We proudly continue to evolve to provide unmatched coverage of today's beef industry, in both the print and digital editions. From markets to production and news to policy, we reach the industry's largest number of cow-calf, stocker and feedlot segments with cutting edge insight to manage their operations and beef businesses. With our web-first approach, producers have up-to-date access to markets, news, commentary and insights 24/7 at drovers.com.



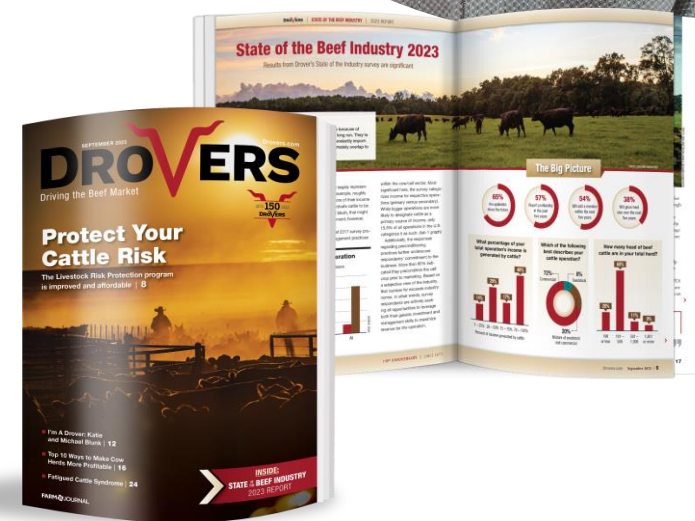
AUDIENCE FACTS & FIGURES

TOTAL SUBSCRIBERS: 150,009

100+ Cow-Calf: 87,181

100+ Stocker: 43,264

100+ Fed Cattle: 40,938



Source: Alliance for Audited Media, Publisher's Statement, June 2023



DROVERS

FEATURED IN DROVERS



Get exclusive insight through Drovers Editorial Director **Greg Henderson's** column, The Front Gate, kicking off every issue.



Fourth generation Montana rancher **Whit Hibbard** is the editor of Stockmanship Journal.



Jared Wareham is the NuEra Business Development Manager for ABS Global North America.



John Nalivka talks all things markets. John is the president of Sterling Marketing, Inc. and provides the weekly Sterling Beef Profit Tracker on Drovers.com.



Nevil Speer is an industry consultant based in Bowling Green, KY with extensive experience in the livestock and food industries.



DROVERS

2024 EDITORIAL CALENDAR & PRINT PRODUCTION SCHEDULE

JANUARY/FEBRUARY

Cattle and beef outlook for 2024.

Grazing and forage management – making the most of your resources.

Closing Date 11/27
Ad Material Due 12/1
Mail Date 1/1

SEPTEMBER

State of Beef Industry Report

Readex Ad Survey

Closing Date 7/29
Ad Material Due 8/2
Mail Date 9/2

MARCH

Parasite control and prevention strategies.

Closing Date 1/29
Ad Material Due 2/2
Mail Date 3/4

OCTOBER

Cow herd nutrition and preparing for winter.

Closing Date 8/26
Ad Material Due 8/30
Mail Date 9/30

APRIL/MAY

Preparing for the breeding season.

Closing Date 3/11
Ad Material Due 3/15
Mail Date 4/15

NOVEMBER/DECEMBER

Matching cows to ranch resources.

Closing Date 10/7
Ad Material Due 10/11
Mail Date 11/11

JULY/AUGUST

Feedlot Issue

Retained ownership analysis for ranchers and backgrounders. Preparing to market calves – a preconditioning primer.

Cattle handling equipment.

Closing Date 5/27
Ad Material Due 5/31
Mail Date 7/1



*Tentative content and publishing schedule subject to change.



DROVERS

2024 PRINT RATES

Drovers

Four Color	1x	6x	12x	24x
2-page spread	\$32,513	\$31,214	\$29,915	\$28,615
1-page	\$16,257	\$15,610	\$14,957	\$14,305
2/3 page	\$12,682	\$12,174	\$11,666	\$11,157
1/2-page spread	\$22,765	\$21,853	\$20,940	\$20,028
Junior page	\$11,383	\$10,926	\$10,470	\$10,014
1/2 page	\$10,730	\$10,303	\$9,869	\$9,442
1/3 page	\$8,131	\$7,802	\$7,479	\$7,155
1/4 page	\$7,155	\$6,866	\$6,584	\$6,295
1/6 page	\$6,179	\$5,931	\$5,683	\$5,434

Marketplace

Four Color	1x	6x
1/2 page	\$4,712	\$4,528
1/3 page	\$3,736	\$3,592
1/4 page	\$2,766	\$2,651
1/6 page	\$2,437	\$2,339
1/8 page	\$1,952	\$1,871

Marketplace ads are in the back of the magazine with multiple ads per page.

*All rates are net full run and subject to change.



DROVERS

PRINT SPECS

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
2 Page Spread	14.5" x 9.625"	15.25" x 10.375"
Full Page	7" x 9.625"	7.75" x 10.375"
½ Page Horizontal	7" x 4.75"	7.75" x 5.25"
½ Page Vertical	3.25" x 9.625"	3.75" x 10.375"
2/3 Page	4.375" x 9.625"	4.875" x 10.375"
Junior Page	4.375" x 6.625"	4.875" x 7.125"
1/3 Page Vertical	2.125" x 9.625"	2.625" x 10.375"
1/3 Page Horizontal	7" x 3"	7.75" x 3.375"
¼ Page Vertical	3.25" x 4.75"	
¼ Page Horizontal	4.375" x 3.5"	
1/6 Page Vertical	2.125" x 4.875"	
1/6 Page Horizontal	4.5" x 2.125"	

Magazine Trim Size: 7.5" x 10.125"

Printing Process: Web Offset

Binding Method: Saddle-stitched

File Format: PDF/X-1a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: All images within ads should be high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Submit Files To: Michelle Bauer, mbauer@farmjournal.com

Printed inserts should be sent to: LSC Communications
 Attn: Rodney Johnson
 3201 Lebanon Road
 Danville, KY 40422
 Phone: (859) 238-2339

Right reserved to crop up to .1875" from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle stitch binding. Keep essential live matter at least .625" from bleed page width dimension at trim side of an ad. Keep type matter .25" from center fold in all gutter bleeds and .5" from bleed page depth dimension at head and foot of ad. For black & 1 color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

Use caution for facing page spreads. Slight variations in gutter alignment occur. Therefore, it is essential that reader matter, lettering, rules and detail images which may spread across gutter be avoided when possible.

**All rates are net full run and subject to change.*



HOW, WHY AND ROI

The dairy producers and managers you need to reach engage with our content through **PRINT MAGAZINES** and **DIGITAL EDITIONS**.



Dairy Herd Management serves the nation's commercial dairy operators with an audience that controls more than 90% of the U.S. milk production. Its mission for continuous improvement in response to a rapidly changing and consolidating marketplace drives the editorial content to help dairy producers operate more efficient and profitable businesses.



MILK Business Quarterly connects with larger dairy producers that own or manage 500 or more cows. This audience has information and resource needs that demand more specialized applications directed towards overall operational and management ROI.



WHO'S TUNING IN?

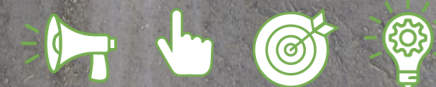
While the total number of dairy farms nationwide is decreasing, average herd size is increasing. Dairies with more than 500 cows represent the majority of the milk supply and majority of the 9.7-million head cow population. Farms with less than 500 cows represent 91% of the total operations. Dairy Herd Management and MILK Business Quarterly **REACH MORE** producers and multilevel decision makers on dairies than any other publication.

Dairy Herd
Management

MILK
Business Quarterly

TOTAL SUBSCRIBERS	Owner, Co-owner, Manager	Herd Size: 50-499	Herd Size: 500+	Veterinarians, Nutritionists, Consultants
47,527	35,305	25,644	11,441	8,234
15,019	10,432	196	10,623	4,587

Source: Alliance for Audited Media, Publisher's Statement, June 2023



Dairy Herd Management

FEATURED IN DAIRY HERD MANAGEMENT



Dairy Editorial Director **Karen Bohnert** shares all things dairy in her editor's column, Ruminations.



Derek Nolan provides GPS consulting insight in every issue. Derek is a Dairy Education and Extension Specialist for the University of Illinois.



EDITORIAL KEY PILLARS

Facility Focus

Animal Health & Nutrition

Cow, Calf and Heifer Management

Feed Management



Dairy Herd

Management

2024 EDITORIAL CALENDAR & PRINT PRODUCTION SCHEDULE

JANUARY/FEBRUARY

- Raising beef calves on the dairy farm has become an important part of many farm operations. Learn about what weight dairies are raising calves to – allowing them to secure additional dollars to their bottom line.
- Who will the next great leaders on your farm be? How do you prepare them to take on this role? What does a great succession plan look like? We'll answer all these questions and more.
- Leading dairy experts offer tips to help you financially spell success for the New Year.

continued

- Learn what the biggest challenges ahead for animal agriculture are and how the dairy industry can work to overcome these hurdles?
- Reproduction – Getting and keeping cows pregnant is a critical piece to your farm's success. Learn management techniques to keep cows healthy, improve fertility and boost your bottom line.
- Milking Systems – How will your cows be milked in the future? Learn from producers who have made major changes to their milking operation to make them more efficient all while bringing in a positive return on investment.

Closing Date 12/7

Ad Material Due 12/14

Mail Date 1/11

MARCH/APRIL

- From no-till, to cover crops to manure management, learn the 101 of carbon markets and tips on how to get paid for various farming practices.
- Are beef embryos the better alternative to beef on dairy? Are dairies reaping the benefits to absorb the extra cost of putting those embryos in? Learn more.
- Calves & Heifers – Calves and heifers serve as the foundation of our herd. What does it take to give them a solid start? How do we better prepare them to enter the milking herd? We'll discuss management tips and more.
- Readex Ad Survey

continued

- Technology and Data Management – What pieces of technology are going to take your operation to the next level? And how will you manage and make decisions based off that information? Hear from dairy producers who have been in your shoes and learn how they have implemented new technology to become even more successful.
- Women in Dairy – Let's hear it for the girls! We'll recognize women on the farm who help make this world a better place.

Closing Date 2/23

Ad Material Due 3/1

Mail Date 3/29

MAY/JUNE

- State of the Dairy Industry Report
- Nutrition/Managing Feed Costs – Feed costs are a top expense for dairy producers, and unfortunately, those costs continue to elevate. We'll discuss what can be done to keep those expenses at bay without sacrificing animal health or production.
- Explore what tools are in the marketplace that can help producers select key traits such as carcass quality and average daily gain that can help market the calf's growth potential to potential buyers?

Closing Date 4/9

Ad Material Due 4/16

Mail Date 5/15

Page 1 of 2



Dairy Herd Management

2024 EDITORIAL CALENDAR & PRINT PRODUCTION SCHEDULE

JULY/AUGUST

- 2024 U.S. Dairy Sustainability Winners
- Producers share what facility upgrades pass the Return on Investment (ROI) grade.

Closing Date 6/7
Ad Material Due 6/14
Mail Date 7/16

SEPTEMBER

- 2024 World Dairy Expo Official Program

Closing Date 7/11
Ad Material Due 7/18
Mail Date 8/16

OCTOBER

- Explore future trends and opportunities on how technology investments can help improve how we care for our animals.
- Dive into continued beef on dairy opportunities that can help generate additional dollars going into 2025.

Closing Date 8/9
Ad Material Due 8/16
Mail Date 9/12

NOVEMBER/DECEMBER

- Labor continues to cost dairy producers more each year. Experts share benefits that producers should be offering to their employees.
- Taking a look at the review mirror on what 2024 presented and overview the year ahead, along with the challenges and opportunities on the horizon for dairy producers.

Closing Date 10/10
Ad Material Due 10/17
Mail Date 11/15



MILK

Business Quarterly

2024 EDITORIAL CALENDAR & PRINT PRODUCTION SCHEDULE

FEBRUARY

- Leaning on technology, communication and sound management practices, three producers share their tips from going from good to great with their dairy operations.
- The Key to Passing the Torch and Setting up a Successful Farm Transfer. Don't let time become an enemy; start planning for the next generation today.
- Key beef industry leaders shed light on how dairy producers can capitalize even more on making money with beef on dairy.

Closing Date 1/11

Ad Material Due 1/22

Mail Date 2/21

MAY

- Getting paid for carbon markets is certainly an opportunity for farmers, but as these markets develop, they are complex to navigate. Learn more about how the pieces of the puzzle can come together to make it a viable part of a farm's cash flow.
- State of the Dairy Industry Report

Closing Date 4/4

Ad Material Due 4/15

Mail Date 5/15

AUGUST

- Young producers are critical to the future of the dairy industry. We will learn more about how young producers lean into technology and communication and how they are setting their dairy up for future success.
- Learn more about the top technology trends in the dairy farming sector and the advancements they are making in overall farm management practices.
- Readex Ad Survey

Closing Date 7/5

Ad Material Due 7/16

Mail Date 8/15

NOVEMBER

- The dairy industry requires navigating many volatile markets. From fluctuating prices to weather events that impact crop quality and yields, dairy producers are expected to front the costs and remain profitable. One of the most important business decisions you can make as a dairy producer is developing a risk management plan. Experts and producers will chime in with their tips to success in this arena.
- With tight margins, more dairy producers are looking to secure alternative profit sources to add dollars to their bottom line. From renewable energy to beef on dairy, to bottling milk, more and more dairies are adding another line of income. Producers will share tips about how they secured added revenue from thinking outside the box.

Closing Date 10/3

Ad Material Due 10/14

Mail Date 11/15

2024 PRINT RATES

Dairy Herd Management

	Four Color	1x	6x	12x	24x
2-page spread		\$25,572	\$24,544	\$23,522	\$22,499
1-page		\$12,786	\$12,272	\$11,764	\$11,250
2/3 page		\$9,973	\$9,575	\$9,176	\$8,778
1/2-page spread		\$17,903	\$17,186	\$16,470	\$15,754
Junior page		\$8,951	\$8,593	\$8,235	\$7,877
1/2 page		\$8,437	\$8,102	\$7,762	\$7,427
1/3 page		\$6,393	\$6,139	\$5,879	\$5,625
1/4 page		\$5,625	\$5,400	\$5,174	\$4,949
1/6 page		\$4,857	\$4,666	\$4,470	\$4,274

MILK Business Quarterly

	Four Color	1x	4x
2-page spread		\$13,583	\$13,040
1-page		\$6,791	\$6,520
2/3 page		\$5,296	\$5,088
1/2-page spread		\$9,506	\$9,125
Junior page		\$4,753	\$4,562
1/2 page		\$4,481	\$4,302
1/3 page		\$3,396	\$3,257
1/4 page		\$2,986	\$2,870
1/6 page		\$2,581	\$2,477

Marketplace

	Four Color	1x	6x
1/2 page		\$3,708	\$3,557
1/3 page		\$2,939	\$2,824
1/4 page		\$2,171	\$2,085
1/6 page		\$1,917	\$1,842
1/8 page		\$1,536	\$1,473

Marketplace ads are in the back of the magazine with multiple ads per page.

*All rates are net full run and subject to change.



2024 WORLD DAIRY EXPO – PRINT RATES

Dairy Herd Management is the official publisher of the World Dairy Expo Official Program. Published in September 2024, the World Dairy Expo Official Program will be mailed to more than 47,000 dairy industry professionals. In addition, your advertisement will be in the 10,000 copies of the Official Program handed out on the Expo grounds.

Put your marketing message inside more than 57,000 copies of the World Dairy Expo Official Program.

World Dairy Expo

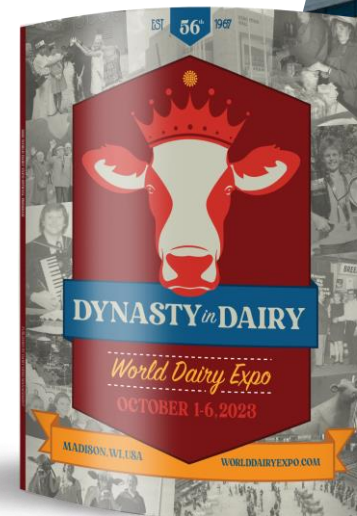
Four Color	1x
2-page spread	\$28,129
Tab page	\$16,173
1-page	\$14,064
2/3 page	\$10,971
1/2-page spread	\$19,693
Junior page	\$9,846
1/2 page	\$9,281
1/3 page	\$7,032
1/4 page	\$6,187
1/6 page	\$5,342
1/8 page	\$4,923
1/12 page	\$4,359
2 nd cover	\$14,486
3 rd cover	\$14,486
4 th cover	\$14,768

Marketplace

Four Color	1x
1/2 page	\$4,078
1/3 page	\$3,234
1/4 page	\$2,389
1/6 page	\$2,109
1/8 page	\$1,690
1/12 page	\$1,444

Marketplace ads are in the back of the magazine with multiple ads per page.

**All rates are net full run and subject to change.*



Dairy Herd Management

PRINT SPECS

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
2 Page Spread	14.5" x 9.625"	15.25" x 10.375"
Full Page	7" x 9.625"	7.75" x 10.375"
½ Page Horizontal	7" x 4.75"	7.75" x 5.25"
½ Page Vertical	3.25" x 9.625"	3.75" x 10.375"
2/3 Page	4.375" x 9.625"	4.875" x 10.375"
Junior Page	4.375" x 6.625"	4.875" x 7.125"
1/3 Page Vertical	2.125" x 9.625"	2.625" x 10.375"
1/3 Page Horizontal	7" x 3"	7.75" x 3.375"
¼ Page Vertical	3.25" x 4.75"	
¼ Page Horizontal	4.375" x 3.5"	
1/6 Page Vertical	2.125" x 4.875"	
1/6 Page Horizontal	4.5" x 2.125"	

Magazine Trim Size: 7.5" x 10.125"

Printing Process: Web Offset

Binding Method: Saddle-stitched

File Format: PDF/X-1a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: All images within ads should be high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Submit Files To: Michelle Bauer, mbauer@farmjournal.com

Printed inserts should be sent to: LSC Communications
 Scott Harbison
 1600 North Main Street
 Pontiac, IL 61764
 815-844-1788

Right reserved to crop up to .1875" from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle stitch binding. Keep essential live matter at least .625" from bleed page width dimension at trim side of an ad. Keep type matter .25" from center fold in all gutter bleeds and .5" from bleed page depth dimension at head and foot of ad. For black & 1 color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

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MILK

Business Quarterly

PRINT SPECS

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
Page	7.875" x 10.375"	8.625" x 11.125"
2 Page Spread	16.25" x 10.375"	17" x 11.125"
2/3 Page Vertical	4.875" x 10.375"	5.25" x 11.125"
Junior Page	4.875" x 7.25"	5.25" x 7.625"
½ Page Horizontal	7.875" x 5"	8.5" x 5.375"
½ Page Vertical	3.75" x 10.375"	4.125" x 11.125"
1/3 Page Vertical	2.375" x 10.375"	2.75" x 11.125"
1/3 Page Horizontal	7.875" x 3.375"	8.5" x 3.75"
1/3 Page Square	5" x 5"	
¼ Page Vertical	3.75" x 5"	
¼ Page Horizontal	5" x 3.75"	
1/6 Page Vertical	2.5" x 4.875"	
1/6 Page Horizontal	4.875" x 2.5"	

Magazine Trim Size: 8.375" x 10.875"

Printing Process: Web Offset

Binding Method: Saddle-stitched

File Format: PDF/X-1a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: All images within ads should be high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Submit Files To: Michelle Bauer, mbauer@farmjournal.com

Printed inserts should be sent to: LSC Communications
 Attn: Jim Dunning
 1600 N. Main St.
 Pontiac, IL 61764
 Phone: (815) 844-1385

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**All rates are net full run and subject to change.*

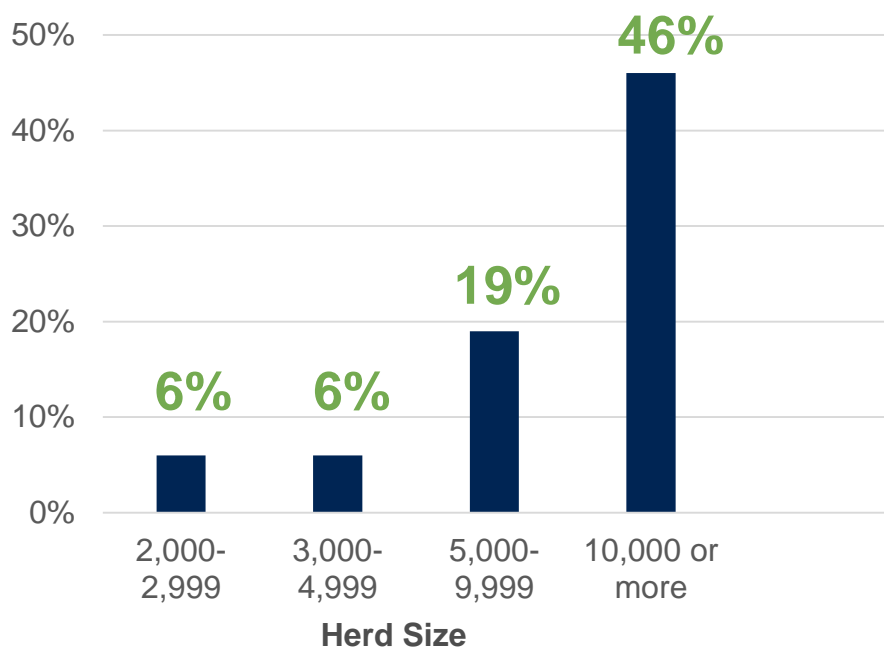


FarmJournal's PORK

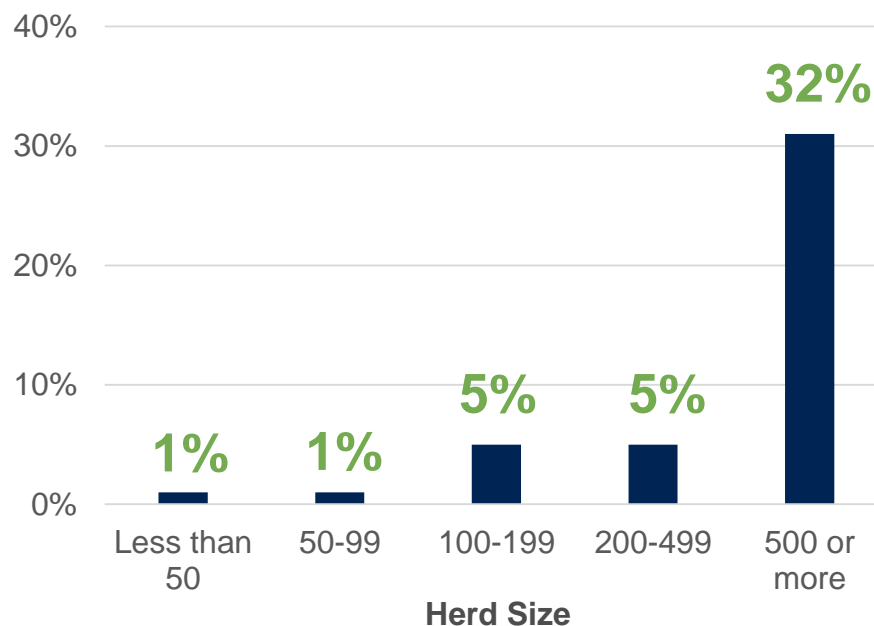
Farm Journal's PORK is committed to providing cutting-edge information – both in the print and digital editions – that will help readers maximize efficiency, productivity and profitability while keeping animal well-being, sustainability and product quality at the top of readers' minds.



Hogs/Pigs Sold Annually



Sows on the Farm





**TOTAL
SUBSCRIBERS:
15,033**

Source: Alliance for Audited Media, Publisher's Statement, June 2023



FarmJournal's
PORK

FEATURED IN FARM JOURNAL'S PORK



Farm Journal's PORK editor **Jennifer Shike** shares what's on her mind in her opening column at the beginning of every issue.



EDITORIAL KEY PILLARS

Sow & Pig Management

Employee Management

Financial Management

Next Generation

Trade

Animal Health & Nutrition

Bacon Bits, industry influencers weigh in



FarmJournal's
PORK

2024 EDITORIAL CALENDAR & PRINT PRODUCTION SCHEDULE

JANUARY/FEBRUARY

- 2024 Trends
- Swine Health & Technology
- Economic Outlook

Closing Date 12/1
Ad Material Due 12/11
Mail Date 1/12

MARCH/APRIL

- Baby Pig Health
- Baby Pig Nutrition
- Genetics

Closing Date 2/5
Ad Material Due 2/13
Mail Date 3/15

MAY

- Ventilation/Buildings
- “Smart Barn” Technology
- Consumer Demand

Closing Date 3/13
Ad Material Due 3/22
Mail Date 4/23

JUNE

- Animal Activism
- Disease Control
- Mental Health

Closing Date 4/3
Ad Material Due 4/12
Mail Date 5/14

JULY/AUGUST

- Labor & HR Technology
- Youth/Showpig
- Animal Welfare

Closing Date 6/10
Ad Material Due 6/18
Mail Date 7/19

SEPTEMBER

- Sow Health and Nutrition
- Sow Well-Being
- Reproduction Technology

Closing Date 7/12
Ad Material Due 7/22
Mail Date 8/22

OCTOBER

- Weaned Pig Health
- Weaned Pig Nutrition
- Data Tech on the Farm

Closing Date 8/12
Ad Material Due 8/20
Mail Date 9/20

NOVEMBER/DECEMBER

- Biosecurity
- Sustainability
- Succession Planning
- Readex Ad Study

Closing Date 10/14
Ad Material Due 10/22
Mail Date 11/22



FarmJournal's PORK

2024 PRINT RATES

PORK

	Four Color	1x	6x	12x	24x
2-page spread		\$18,058	\$17,337	\$16,615	\$15,893
1-page		\$9,026	\$8,668	\$8,304	\$7,946
2/3 page		\$7,040	\$6,763	\$6,480	\$6,197
1/2-page spread		\$12,636	\$12,139	\$11,631	\$11,123
Junior page		\$6,318	\$6,070	\$5,815	\$5,561
1/2 page		\$5,960	\$5,723	\$5,480	\$5,244
1/3 page		\$4,516	\$4,331	\$4,152	\$3,973
1/4 page		\$3,973	\$3,812	\$3,656	\$3,494
1/6 page		\$3,430	\$3,292	\$3,159	\$3,020

Marketplace

	Four Color	1x	6x
1/2 page		\$2,616	\$2,512
1/3 page		\$2,079	\$1,992
1/4 page		\$1,536	\$1,473
1/6 page		\$1,357	\$1,299
1/8 page		\$1,086	\$1,040

Marketplace ads are in the back of the magazine with multiple ads per page.

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FarmJournal's PORK

PRINT SPECS

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
2 Page Spread	14.5" x 9.625"	15.25" x 10.375"
Full Page	7" x 9.625"	7.75" x 10.375"
½ Page Horizontal	7" x 4.75"	7.75" x 5.25"
½ Page Vertical	3.25" x 9.625"	3.75" x 10.375"
2/3 Page	4.375" x 9.625"	4.875" x 10.375"
Junior Page	4.375" x 6.625"	4.875" x 7.125"
1/3 Page Vertical	2.125" x 9.625"	2.625" x 10.375"
1/3 Page Horizontal	7" x 3"	7.75" x 3.375"
¼ Page Vertical	3.25" x 4.75"	
¼ Page Horizontal	4.375" x 3.5"	
1/6 Page Vertical	2.125" x 4.875"	
1/6 Page Horizontal	4.5" x 2.125"	

Magazine Trim Size: 7.5" x 10.125"

Printing Process: Web Offset

Binding Method: Saddle-stitched

File Format: PDF/X-1a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: All images within ads should be high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Submit Files To: Michelle Bauer, mbauer@farmjournal.com

Printed inserts should be sent to: LSC Communications
 Scott Harbison
 1600 North Main Street
 Pontiac, IL 61764
 815-844-1788

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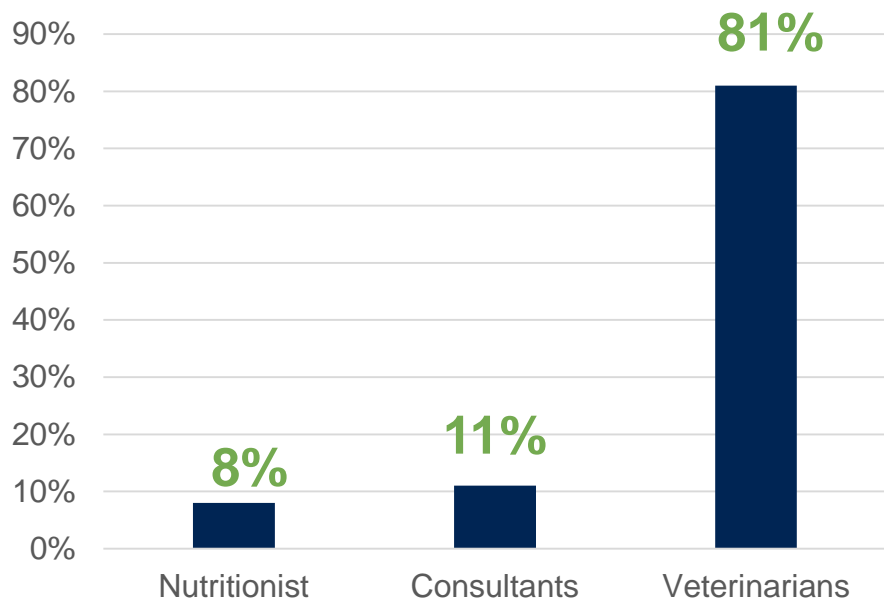


BOVINE VETERINARIAN

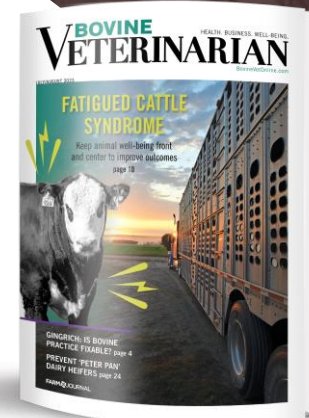
HEALTH. BUSINESS. WELL-BEING.

Bovine Veterinarian is the only business publication specifically targeted to veterinarians, nutritionists and consultants, whose practice includes care of either beef or dairy cattle. Both the print and digital editions focus on providing leading-edge information on animal care as well as information designed to improve their business and marketing skills.

Job Title Breakout



TOTAL SUBSCRIBERS: 13,680



Source: Publisher's own data.



BOVINE VETERINARIAN

HEALTH. BUSINESS. WELL-BEING.

FEATURED IN BOVINE VETERINARIAN



Rhonda Brooks is the editor of Bovine Veterinarian. She shares her insight through an editor's column at the beginning of every issue.



EDITORIAL KEY PILLARS

Beef & Dairy Cattle Care

Technology & New Products

Business Management

Animal Health & Nutrition



V **BOVINE** HEALTH. BUSINESS. WELL-BEING.
VETERINARIAN

2024 EDITORIAL CALENDAR & PRINT PRODUCTION SCHEDULE

JANUARY/FEBRUARY

- New Veterinarian Focus
- Young Bull Health
- All in a Day's Work
- Listeriosis Update
- Atypical Pinkeye in Winter
- Synchronization Programs in Heifers

Closing Date 11/29
Ad Material Due 12/6
Mail Date 1/5

MARCH/APRIL

- Calving: Front-end Loading Benefits
- All in a Day's Work
- Early Pregnancy Loss
- Nutrition Outlook for Summer
- Readex Ad Survey

Closing Date 2/8
Ad Material Due 2/15
Mail Date 3/15

MAY/JUNE

- Early Weaning Do's and Don'ts
- Cow Herd Mineral Supplementation
- Warts and Ringworm Management

Closing Date 4/10
Ad Material Due 4/17
Mail Date 5/16

JULY/AUGUST

- First Calf Dairy Heifer Management
- All in a Day's Work
- Addressing Cull Cows
- Vaccine Updates

Closing Date 6/4
Ad Material Due 6/11
Mail Date 7/11

SEPTEMBER

- Bovine Respiratory Disease Focus

Closing Date 7/10
Ad Material Due 7/17
Mail Date 8/15

OCTOBER

- Boosting Pregnancy Rates
- All in a Day's Work
- Conducting a Colostrum Audit
- Alternative mastitis therapy

Closing Date 8/15
Ad Material Due 8/22
Mail Date 9/20

NOVEMBER/DECEMBER

- The Calf Health Issue

Closing Date 10/9
Ad Material Due 10/16
Mail Date 11/14



BOVINE VETERINARIAN

HEALTH. BUSINESS. WELL-BEING.

2024 PRINT RATES

Bovine Veterinarian

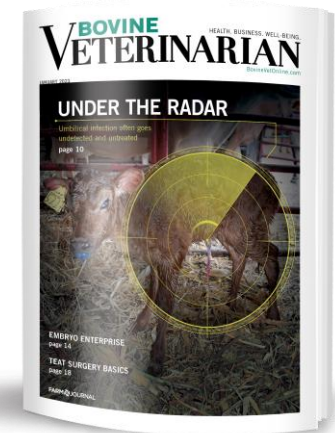
Four Color	1x	6x	12x	24x
2-page spread	\$12,353	\$11,862	\$11,365	\$10,869
1-page	\$6,179	\$5,931	\$5,683	\$5,434
2/3 page	\$4,816	\$4,626	\$4,435	\$4,239
1/2-page spread	\$8,651	\$8,304	\$7,958	\$7,611
Junior page	\$4,325	\$4,152	\$3,979	\$3,806
1/2 page	\$4,077	\$3,915	\$3,748	\$3,586
1/3 page	\$3,090	\$2,963	\$2,841	\$2,720
1/4 page	\$2,720	\$2,610	\$2,501	\$2,391
1/6 page	\$2,345	\$2,252	\$2,160	\$2,067

Marketplace

Four Color	1x	6x
1/2 page	\$1,790	\$1,721
1/3 page	\$1,421	\$1,363
1/4 page	\$1,051	\$1,011
1/6 page	\$924	\$889
1/8 page	\$739	\$710

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BOVINE VETERINARIAN

HEALTH. BUSINESS. WELL-BEING.

PRINT SPECS

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
2 Page Spread	14.5" x 9.625"	15.25" x 10.375"
Full Page	7" x 9.625"	7.75" x 10.375"
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2/3 Page	4.375" x 9.625"	4.875" x 10.375"
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¼ Page Vertical	3.25" x 4.75"	
¼ Page Horizontal	4.375" x 3.5"	
1/6 Page Vertical	2.125" x 4.875"	
1/6 Page Horizontal	4.5" x 2.125"	

Magazine Trim Size: 7.5" x 10.125"

Printing Process: Web Offset

Binding Method: Saddle-stitched

File Format: PDF/X-1a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: All images within ads should be high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Submit Files To: Michelle Bauer, mbauer@farmjournal.com

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Top Producer

Challenging Farmers to Think Differently

Top Producer is the premier magazine devoted to the business of farming. The focus on industry leaders, entrepreneurs and innovators in agriculture make this magazine the authoritative business resource for commercial farm operators.

The 105,017 farm executives who read Top Producer cover to cover are the "cream of the crop" and are responsible for the bulk of the U.S. farm products sold and the purchase of nearly 80 percent of all farm inputs.



Every issue includes content on the topics that matter to the nation's largest corn and soybean producers:

- farm management
- grain marketing
- crop insurance
- human resources
- business technology
- key and current issues
- in-depth producer profiles
- smart farming





AUDIENCE FACTS & FIGURES

Top Producer targets growers and large equipment/service purchasers you need to reach engage with our content through a **PREMIUM MAGAZINE.**

SUBSCRIBERS: 105,007

Readers must meet operational requirements to qualify for a subscription:

500+ cow/calf pairs or stockers, 20,000+ fed cattle, 1,000+ dairy cows

5,000+ hogs, 500+ sows

1,000+ acres of corn or soybeans

1,000+ acres of wheat, cotton or other grains

50+ almonds, grapes, citrus, apples, strawberries or blueberries



Corn Growers:

1000+ acres: 42,913

Soybean Growers:

1000+ acres: 39,217

Wheat Growers:

1000+ acres: 15,390

Cotton Growers:

1000+ acres: 2,165



Top Producer

Challenging Farmers to Think Differently

FEATURED IN TOP PRODUCER



Check out what's "Top of Mind" in Top Producer Editor **Margy Eckelkamp's** insightful column, kicking off every issue.



Paul Neiffer is a CPA who consults on all areas of farm taxes. He grew up on a farm in southeastern Washington and now owns farmland in Washington, Iowa and Missouri.



Sarah Beth Aubrey's mission is to enhance success and profitability in agriculture by building capacity in people.



Farmer **Jerry Gulke** talks all things markets. Jerry is president of Gulke Group, a market advisory firm offering daily advice and low-cost order execution.



Shay Foulk consults with producers in agriculture on profit management, collaboration, and farm safety with Ag View Solutions.



Top Producer

Challenging Farmers to Think Differently

2024 EDITORIAL CALENDAR & PRINT PRODUCTION SCHEDULE

JANUARY

- Cover Story: Women in Ag
- Your Guide to 2024 Crop Insurance Options
- Price Direction and Market Strategy Outlook from Analysts

Closing Date 11/30

Ad Material Due 12/7

Mail Date 1/16

OCTOBER

- Cover Story: Top Producer of the Year Finalist
- Guide to Recruit and Retain Your Employees
- Create a 10-Year Growth Plan For Your Farm

Closing Date 9/6

Ad Material Due 9/13

Mail Date 10/22

FEBRUARY

- Cover Story: Today's Technology Toolbox
- Underappreciated IRS Considerations Farmers Should Know
- How to Build Resiliency In Your Balance Sheet

Closing Date 1/5

Ad Material Due 1/12

Mail Date 2/20

NOVEMBER

- Cover Story: Top Producer of the Year Winner
- Evaluate Every Acre, Animal for Maximum Return
- End of Year Tax Preparation Checklist

Closing Date 10/11

Ad Material Due 10/18

Mail Date 11/26

MARCH/APRIL

- Cover Story: Top Lessons from Top Producer Summit
- How Regenerative Ag Can Be An Investment In Your Land and Business
- Land Market Report

Closing Date 2/23

Ad Material Due 3/1

Mail Date 4/9

DECEMBER

- Cover Story: Top Producer of the Year Finalist
- Have The Tough Talks To Progress Succession Planning
- Plan Your Office Setup For the Best Work Environment

Closing Date 10/29

Ad Material Due 11/5

Mail Date 12/17

AUGUST/SEPTEMBER

- Cover Story: Next Gen Leader
- The Next Differentiator: How to Stand Out From the Crowd
- Gear Up Your Team For Optimum Productivity

Closing Date 6/21

Ad Material Due 6/28

Mail Date 8/6



Top Producer

Challenging Farmers to Think Differently

PRINT SPECS

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¼ Page Vertical	3.25" x 4.75"	
¼ Page Horizontal	4.375" x 3.5"	
1/6 Page Vertical	2.125" x 4.875"	
1/6 Page Horizontal	4.5" x 2.125"	

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Fonts: Fonts must be embedded in file.

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Printed inserts should be sent to: LSC Communications
 Attn: Rodney Johnson
 3201 Lebanon Road
 Danville, KY 40422
 Phone: (859) 238-2339

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Farm Journal, the only truly national U.S. farm magazine, is a prime source of practical information on crops and livestock for farm families. The magazine emphasizes agricultural production, technology and policy. As the flagship of Farm Journal, Farm Journal magazine has a rich history spanning 145 years of service to U.S. agriculture, quality journalism and innovations in circulation technology with cover-to-cover engagement. Farm Journal was first published in March 1877 for farmers in the bountiful agricultural regions within a day's ride of the publication's office in Philadelphia.



THINKING “FARMERS FIRST” SINCE 1877

- Achieving readership and leadership through passionate service journalism and ag advocacy
- Being cutting edge and forward looking, anticipating what farmers will need to know

CREDIBILITY WITH PRODUCERS

- Grand Neal Award winner
- Dirty boots and rural roots
- Our editors' offices are their farms
- More full-time editors and staff experts

A HISTORY OF INNOVATION

- First in electronic custom publishing
- Oldest database—100 data points
- Only publisher to manage our own test plots
- Renewed focus on smart farming topics









AUDIENCE FACTS & FIGURES

The owner-operators and farm managers you need to reach engage with our content through a **PREMIUM MAGAZINE**.

SUBSCRIBERS: 310,013

 <p>Consistently #1 in readership</p>	 <p>Audits on 500+ & 1,000-acre growers</p>
---	--

 <p>Cover-to-cover READER ENGAGEMENT</p>	 <p>96% owner/operator focused</p>	 <p>\$955,000 average gross farm income</p>
--	--	---



Corn Growers: 247,810
 1-249 acres: 86,562
 250-499 acres: 54,187
 500-999 acres: 59,349
 1000+ acres: 47,712

Soybean Growers: 220,100
 1-249 acres: 77,663
 250-499 acres: 46,587
 500+ acres: 51,031
 1000+ acres: 44,819

Wheat Growers: 168,766

Hay/Alfalfa Growers: 122,019

Cotton Growers: 12,265



FARM JOURNAL

THE FARMER'S FAVORITE

FEATURED IN FARM JOURNAL



The latest dirt road life lesson is found in the Editor's Notebook by **Clinton Griffiths**. Clinton is editor of Farm Journal Magazine and host of AgDay TV.



As Farm Journal Economist and host of AgriTalk, **Chip Flory** helps farmers understand markets and seize opportunities.



Isaac Ferrie works hands on helping to coordinate and implement test plots and other projects in the field research industry.



Tap into the latest from **Machinery Pete's Greg Peterson**, the most trusted name in farm equipment.



As an independent consultant, **Ken Ferrie** works with farmer clients and fertilizer dealers providing agronomic services and direction.



FARM JOURNAL

THE FARMER'S FAVORITE

FEATURED IN FARM JOURNAL



Missy Bauer is a certified crop advisor with a systems approach to farming, gained from working closely with Ken Ferrie.



Steve Cubbage is a precision ag consultant and a farmer from Nevada, Missouri. He is the founder of Longitude 94, an agriculture sustainability and technology consulting business.



Drawing upon his travels and experiences as a farmer and rancher, **Andrew McCrea** shares his story through a daily radio segment and weekly podcast.



Dan Anderson uses his hands-on experience with farm machinery repairs, field operations and technology to share practical tricks and fixes.



John Dillard is an experienced USDA and FDA regulatory attorney. He provides knowledgeable and effective regulatory and litigation counsel to clients in the food and agriculture industries.





2024 EDITORIAL CALENDAR & PRINT PRODUCTION SCHEDULE

JANUARY

- Shop and Storage Investments With ROI
- Balance Soil Fertility and Vertical Tillage
- Meet a Next-Gen Farmer

Closing Date 12/1

Ad Material Due 12/15

Mail Date 1/17

FEBRUARY

Yield Issue

- Tips and Strategies for Higher Yields
- How to Implement a Vertical Tillage Program
- Last-Minute Planter Performance

Closing Date 12/18

Ad Material Due 12/29

Mail Date 1/31

MID-FEBRUARY

Technology: Smart Farming

The smart farm of the future uses technology to improve productivity, efficiency and, ultimately, profitability. Like the “smartphone” and its legions of possibilities, within the decade, a collection of technologies could similarly meld a flurry of seasonal tasks into one decision-making hub for agriculture. Our editors will look at the latest technological advancements, products and solutions for farmers ready to invest.

- Create a Smart Farm Matrix
- The Latest and Greatest Technology in 2024
- Beyond Bleeding Edge: It's Time to Implement This Technology

Closing Date 1/4

Ad Material Due 1/15

Mail Date 2/15

MARCH

- Make Spring Cover Crops Work
- Inspirational Women in Ag
- Inputs, Prices and Patience During Planting

Closing Date 2/1

Ad Material Due 2/12

Mail Date 3/14

APRIL

- Applying the 4Rs to a Vertical Tillage System
- Early Season Yield Boosters
- Prepare for In-Field Fixes

Closing Date 3/1

Ad Material Due 3/13

Mail Date 4/15

MAY/JUNE

Next-Gen Farmer Issue

USDA defines a young producer as someone 35 or younger and a beginning farmer as anyone who has farmed fewer than 10 years. The latest Ag Census data available (2017) shows roughly 321,000 young producers in the U.S. However, farmers under the age of 30 in command of an operation are the rarest breed. Representing roughly 5% of producers, under-30 farmers are the future of this industry. Our editors will profile some of the best and focus the issue on tips and tools for Gen Z. This issue will include:

- Advice for Next-Gen Farmers
- Business Tools for Young Farmers
- Figure the Carbon Intensity Payoff

Closing Date 2/1

Ad Material Due 12/15

Mail Date 1/17

FARM JOURNAL

THE FARMER'S FAVORITE

2024 EDITORIAL CALENDAR & PRINT PRODUCTION SCHEDULE

JULY/AUGUST

- The Evolution of Biologicals
- Novel Nozzles to Try in 2024
- Tank-Mix Tango
- Rural Town Revival

Closing Date 6/20
Ad Material Due 7/1
Mail Date 8/2

SEPTEMBER

Seed & Weed Guide Issue

This annual guide focuses on selecting and managing seed as well as the mechanics and chemistries that help to protect crop yields from weed pressure. We'll feature experts who can dive into the latest seed genetics and the constant battle to keep weeds at bay.

Closing Date 7/22
Ad Material Due 7/29
Mail Date 8/29

OCTOBER

- This is the Way: Modern Cover-Crop Mixes
- Mental Health at Harvest
- Grain Truck Must-Haves
- Election Preview: Candidate Ag Policy Positions

Closing Date 8/19
Ad Material Due 8/26
Mail Date 9/26

NOVEMBER

- Honoring Farmer Veterans
- Last Chance: Tie Up Financial Loose Ends
- Navigate the Machinery Matrix
- Trades: Maximize Your Off-Farm Job

Closing Date 9/13
Ad Material Due 9/26
Mail Date 10/29

MID-NOVEMBER

- Grain Bin and Storage Systems
- Update Succession Plans for 2025
- Land Manager Checklist

Closing Date 9/27
Ad Material Due 10/9
Mail Date 11/11

DECEMBER

State of the Industry Issue

This special issue will break down the current economics and outlook for American agriculture. From commodity markets, to trade, farm income and land availability, this entire issue is focused on setting the foundation and building toward what's next. It's a mid-decade deep-dive into the state of the industry.

Closing Date 10/18
Ad Material Due 10/30
Mail Date 12/2

Page 2 of 2





PRINT SPECS

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
2 Page Spread	15" x 10"	16" x 10.75"
Full Page	7.5" x 10"	8.125" x 10.75"
½ Page Horizontal	7.5" x 5"	8.125" x 5.375"
½ Page Vertical	3.5" x 10"	4.125" x 10.75"
2/3 Page	4.625" x 10"	5.25" x 10.75"
Junior Page	4.625" x 6.75"	5.125" x 7.0625"
1/3 Page Vertical	2.25" x 10"	2.75" x 10.75"
1/3 Page Square	4.625" x 5"	5.125" x 5.375"
¼ Page Vertical	3.5" x 5"	
¼ Page Horizontal	4.625" x 3.75"	
1/6 Page Vertical	2.25" x 5"	
1/6 Page Horizontal	4.625" x 2.5"	

Magazine Trim Size: 7.875" x 10.5"

Printing Process: Web Offset

Binding Method: Saddle-stitched

File Format: PDF/X-1a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: All images within ads should be high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Submit Files To: Michelle Bauer, mbauer@farmjournal.com

Printed inserts should be sent to: LSC Communications
 Attn: Rodney Johnson
 3201 Lebanon Road
 Danville, KY 40422
 Phone: (859) 238-2339

Right reserved to crop up to .1875" from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle stitch binding. Keep essential live matter at least .625" from bleed page width dimension at trim side of an ad. Keep type matter .25" from center fold in all gutter bleeds and .5" from bleed page depth dimension at head and foot of ad. For black & 1 color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

Use caution for facing page spreads. Slight variations in gutter alignment occur. Therefore, it is essential that reader matter, lettering, rules and detail images which may spread across gutter be avoided when possible.

**All rates are net full run and subject to change.*



PRECISION PRINT

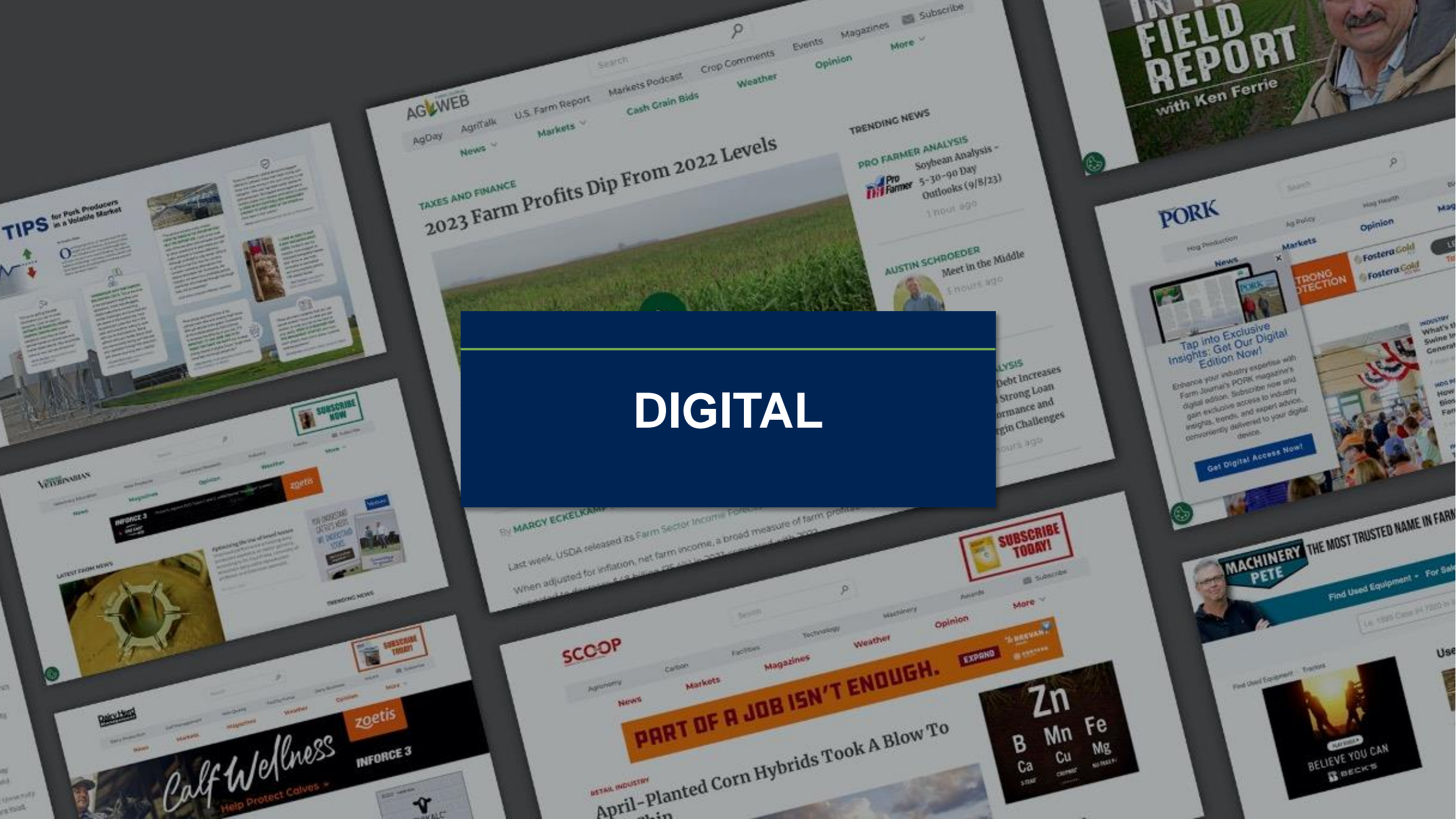
TARGET AND CONNECT WITH YOUR AUDIENCE LIKE NEVER BEFORE

Put your brand into the hands of a critical audience of ag advisers through Precision Print.

- Revolutionary high-impact print product
- Patented, market-exclusive platform
- Targeted delivery via The Scoop creates thousands of impressions
- QR codes provide groundbreaking insights and drive one-to-one interactions

Each Precision Print QR code is unique to the individual user and generates valuable metrics that enable you to identify and connect with them.








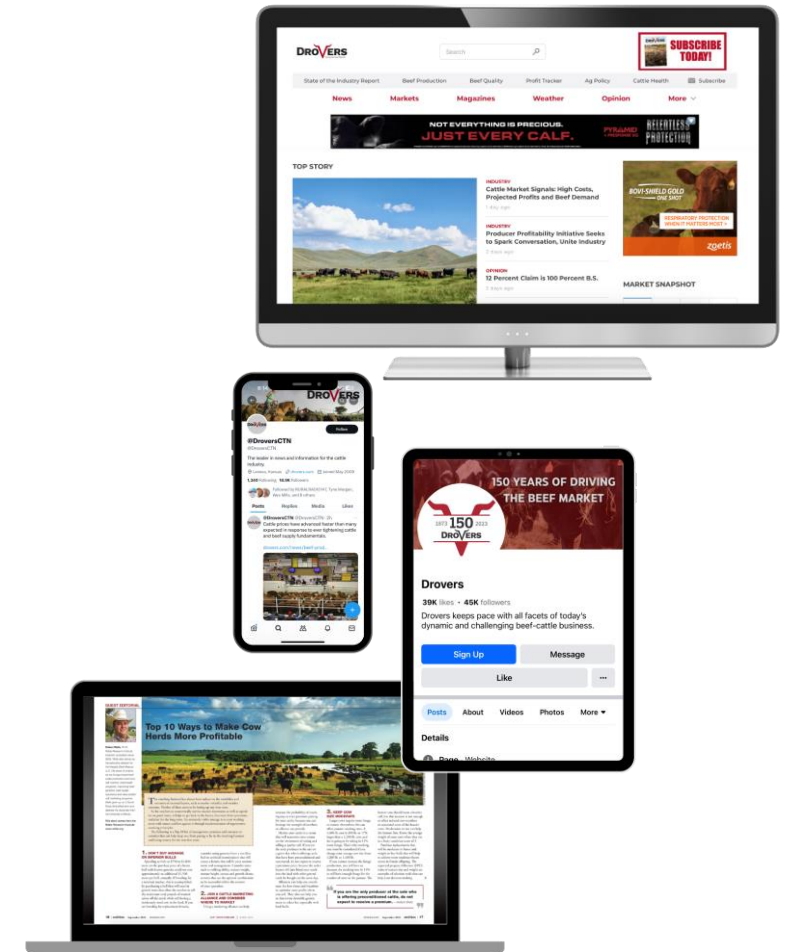


DIGITAL

DROVERS

The progressive producers and managers you need to reach engage with our content through our **WEBSITE**, **eNEWSLETTER**, **DIGITAL EDITION** and **SOCIAL MEDIA**.

 <p>Average Monthly Pageviews 202,130</p>	 <p>Average Monthly Users 94,140</p>	 <p>eNewsletter Subscribers 102,109</p>	 <p>Total Combined Qualified Circulation 150,009</p>
 <p>Facebook Followers 45,000</p>	 <p>Twitter Followers 18,900</p>	 <p>Instagram Followers 7,638</p>	



Dairy Herd Management

The progressive producers and managers you need to reach engage with our content through our **WEBSITE**, **eNEWSLETTER**, **DIGITAL EDITION** and **SOCIAL MEDIA**.



Average Monthly Pageviews
168,637



Average Monthly Users
78,722



eNewsletter Subscribers
36,111



Total Combined Qualified Circulation
50,723



Facebook Followers
37,000



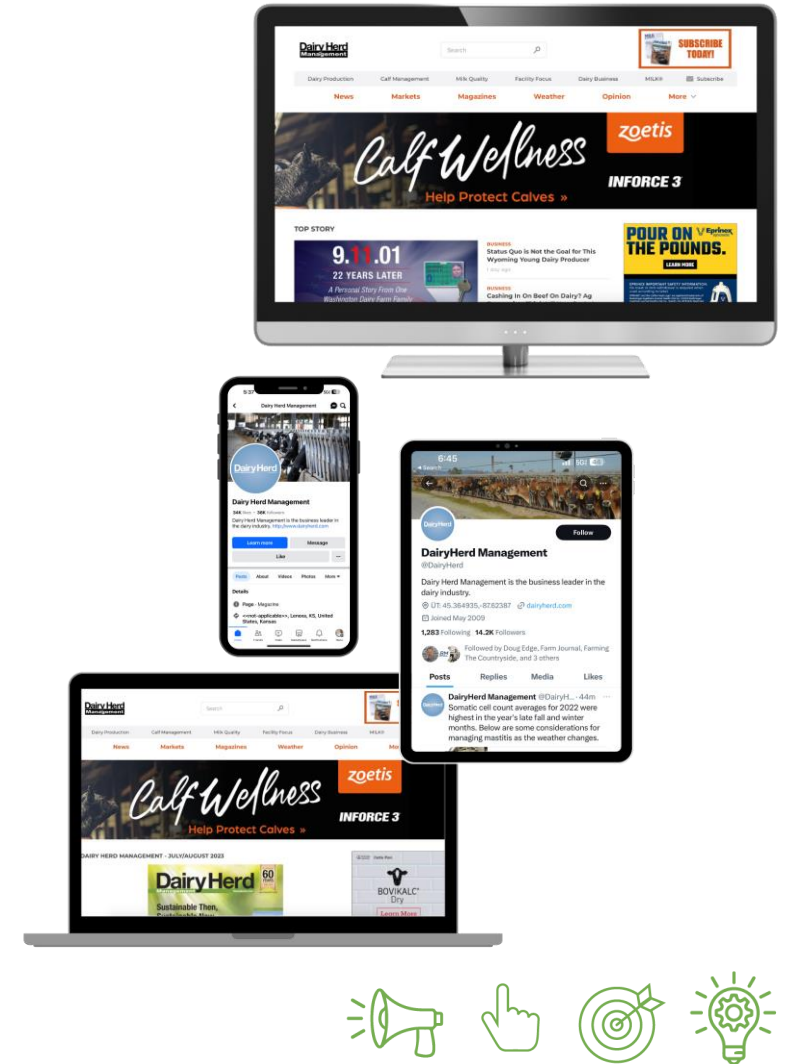
Twitter Followers
14,200



Instagram Followers
2,544



LinkedIn Followers
28,362



FarmJournal's PORK

The progressive producers and managers you need to reach engage with our content through our **WEBSITE, eNEWSLETTER, DIGITAL EDITION** and **SOCIAL MEDIA.**



Average Monthly Pageviews

87,301



Average Monthly Users

94,139



eNewsletter Subscribers

16,149



Total Combined Qualified Circulation

15,033



Facebook Followers

14,000



Twitter Followers

8,450



Instagram Followers

780



LinkedIn Followers

1,412



BOVINE VETERINARIAN

HEALTH. BUSINESS. WELL-BEING.

The veterinarians, nutritionists and consultants you need to reach engage with our content through our **WEBSITE, eNEWSLETTER, DIGITAL EDITION** and **SOCIAL MEDIA.**



Average Monthly Pageviews
24,805



Average Monthly Users
14,997



eNewsletter Subscribers
13,151



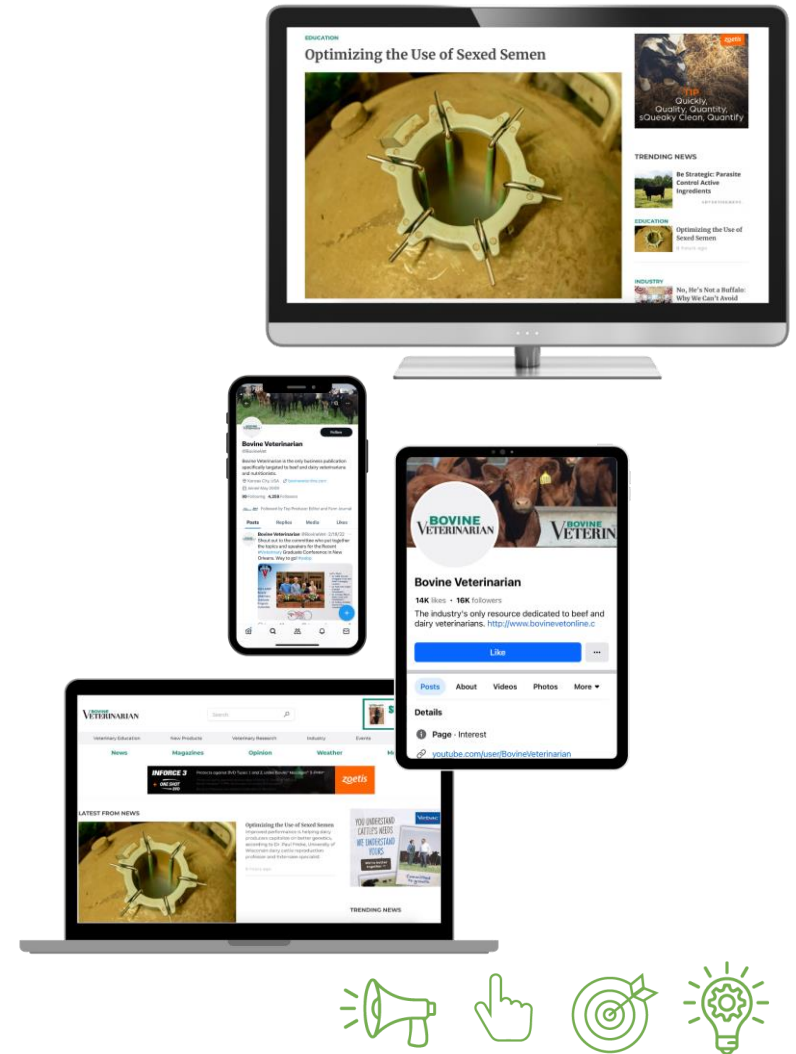
Total Combined Qualified Circulation
15,036



Facebook Followers
16,000



Twitter Followers
4,258





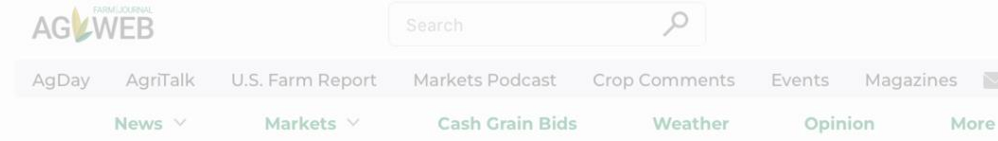
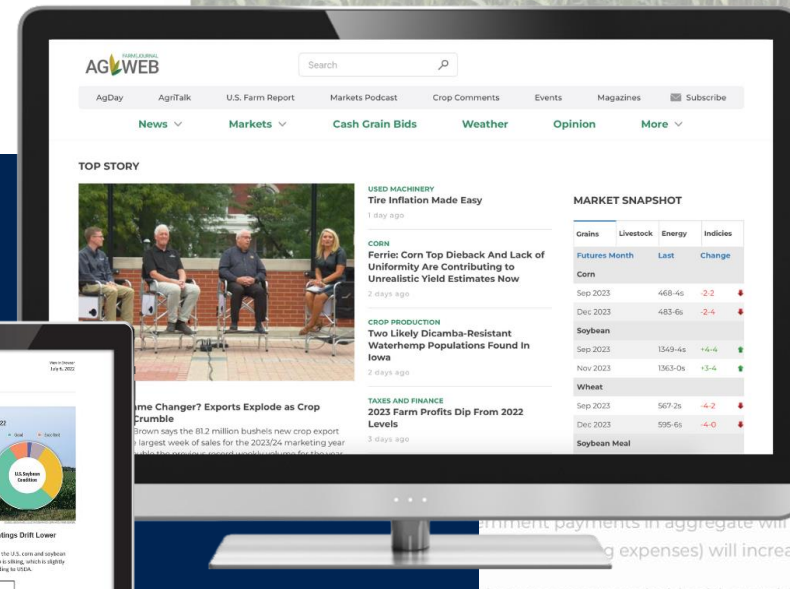
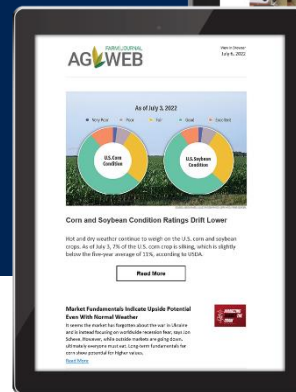
AgWeb.com is agriculture's **No. 1 website** for industry information and market activity. In fact, farmers who control a combined 80 million acres engage with AgWeb each and every day. With more than **2.2 million pageviews** and **440,000 unique visitors** each month, AgWeb also is a powerhouse content provider. Daily online news and information from various Farm Journal properties deliver all the information farmers want, when and where they want it.

AGWEB:

Average Monthly Pageviews: **2,267,261**

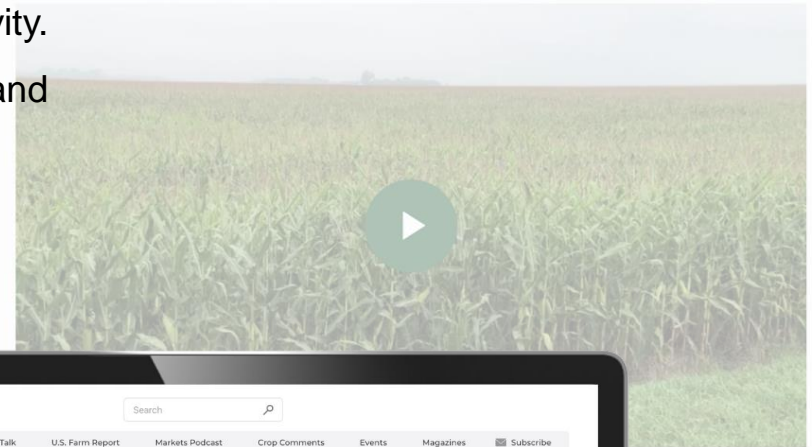
Average Monthly Users: **444,628**

AgWeb Daily eNewsletter Subscribers: **173,171**



TAXES AND FINANCE

2023 Farm Profits Dip From 2022 Levels



TRENDING NEWS

PRO FARMER ANALYSIS
Soybean Outlook
5-30-9
1 hour

AUSTIN SCHROEDER
Meet in
3 hours

PRO FARMER ANALYSIS
Farm D
Amid S
Perform
Margin
5 hu

CORN
Potenti
Change
Explod
Condit
5 hours

USED MACHINERY
Grain C
Love T
6 hours

...ment payments in aggregate will be 19% lower. And ... expenses) will increase 6.9%.
Aside from fertilizer, all your other input costs are probably either stable or increasing," says Tony Jesina, VP of insurance, Farm Credit Services of America. "Cash rates haven't come down yet seed prices rarely come down. Interest rates are up, family living expenses are probably not going to come down with what we see for inflation."
According to USDA data, net farm income in 2023 will be 22.6% above its 20-year average




The owner-operators and farm managers you need to reach engage with our content through **MULTIPLE DIGITAL MEDIUMS** through high impact editorial experiences.




Facebook
~ 59,000 followers



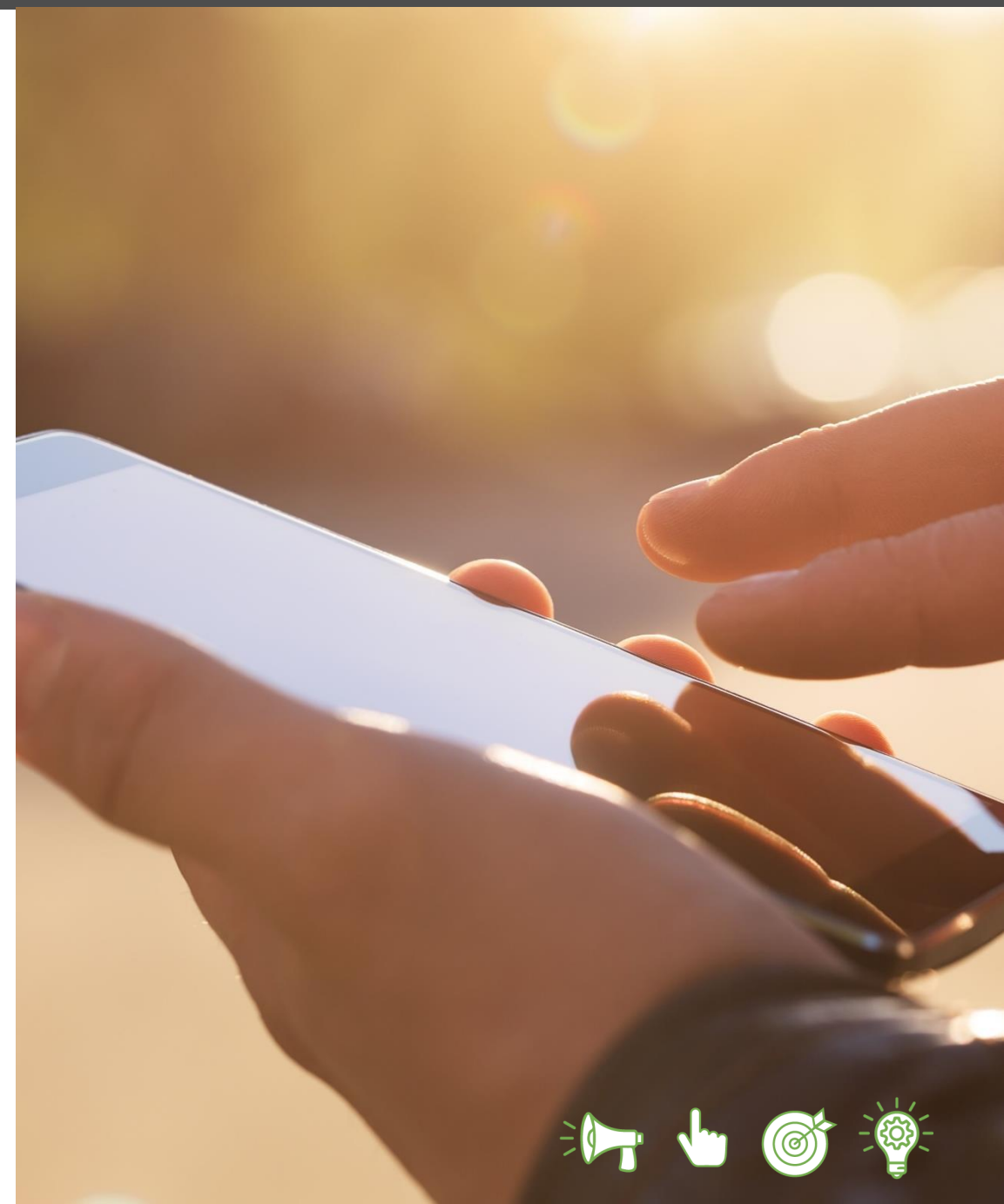
Twitter
> 97,000 followers



Mobile Audience
36,000 row crop farmer subscribers



eBlast Audience
89,377 row crop farmers in the mailable third-party database



ENEWSLETTERS - HIGHLY TARGETED MARKETING

Boost your brand awareness and drive traffic to your digital properties through **DISPLAY ADS** targeting a crucial audience of purchasers.

 **100% OPT-IN REQUESTED**

ENEWSLETTER	FREQUENCY	SUBSCRIBERS	CONTENT
Drovers Daily	Daily	102,109	The latest cattle industry news and features delivered daily to keep you informed of industry issues.
BoVet Week in Review	Weekly	13,151	A snapshot of the week's most important business management and production news items impacting the bovine veterinarian industry.
MILK Business Daily	Daily	14,439	Sometimes you don't need all of the news. Just the essentials. Get the news that kickstarts your day, skimmed right off the top.
Dairy Calf & Heifer	Monthly	8,112	Calf health, nutrition & management information monthly to dairy calf & heifer producers.
Dairy Herd Daily	Daily	36,111	The latest dairy industry news, information and special features delivered daily in an easy-to-read format.
Dairy Nutritionist Network	Monthly	1,803	Delivered monthly to independent and feed company nutritionists, as well as university researchers and nutrition-related professionals.
PORK Professional	Monthly	2,161	Highlights the latest information and research in swine health and nutrition.
PORK Daily	Daily	16,149	The latest pork industry news, information and special features delivered daily in an easy to read format.
AgWeb Daily	Daily	173,171	The day's top agricultural news focusing on markets, business, service pieces, machinery and livestock.

SOCIAL PLATFORMS

We communicate directly and daily through our vibrant, active Facebook and Twitter pages. As one of the best ways Farm Journal readers engage with the brand, **ADVERTISERS CAN TAP INTO THAT ENGAGEMENT TO BUILD AWARENESS AND TRUST FOR THEIR BRANDS.** Social media develops meaningful connections and enables a real and authentic conversation with their desired audience in real time.



Facebook	40,000	59,000		45,000	37,000	14,000	16,000	35,000	72,000	196,000	3,800	3,100
Twitter	38,800	97,600	5,012	18,900	14,200	8,450	4,258	18,900	17,500	48,300	16,400	
Instagram	2,739	5,282		7,638	2,544	780		1,429	258	67,000		
LinkedIn		25,333	386		28,362	1,412				1,244		



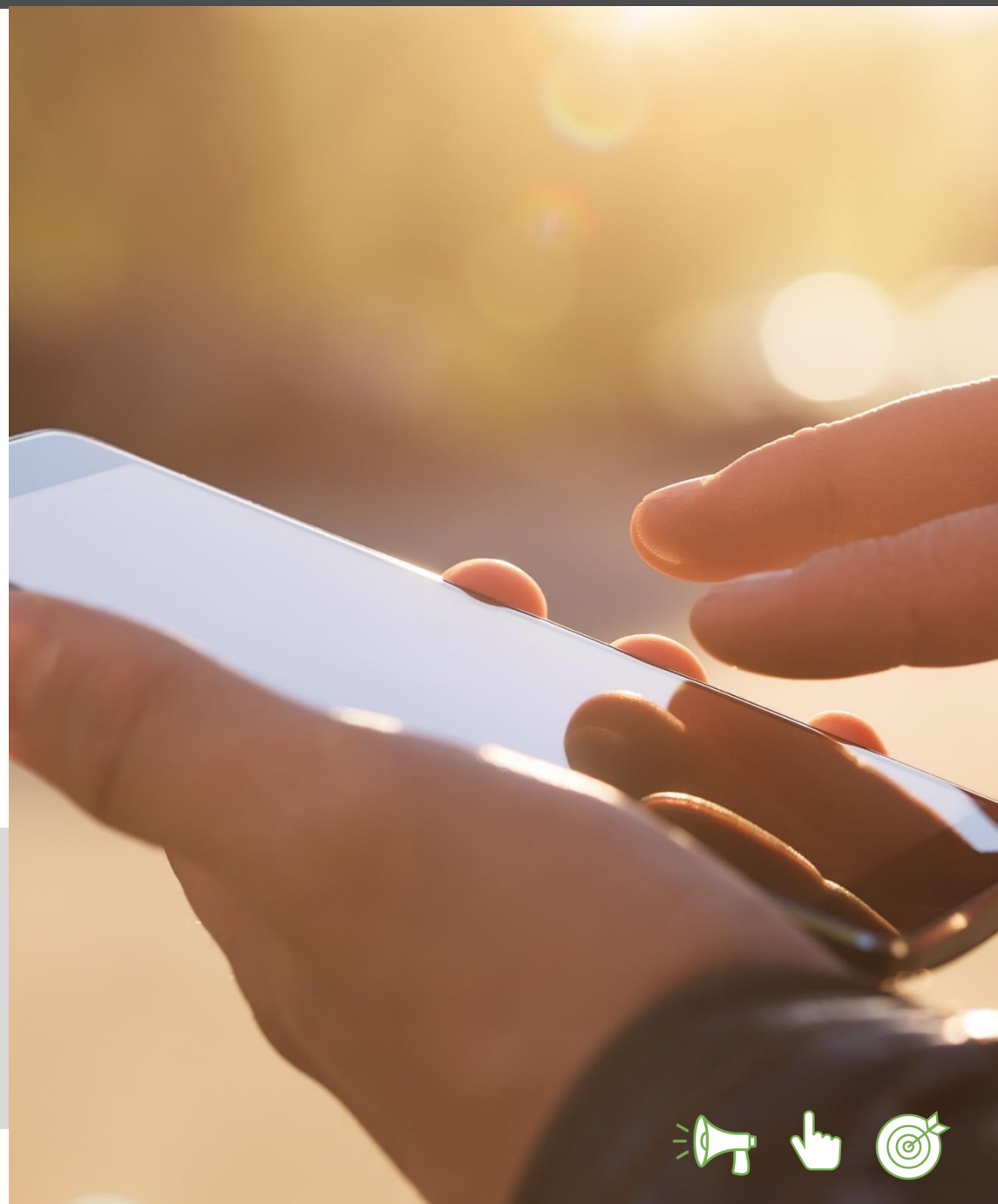
LIVESTOCK MOBILE SUBSCRIBERS

Mobile messaging is the quickest and most direct ways to connect with your audience wherever they are – in the field or at their desk.



22,000 SUBSCRIBERS

in the mobile database for livestock



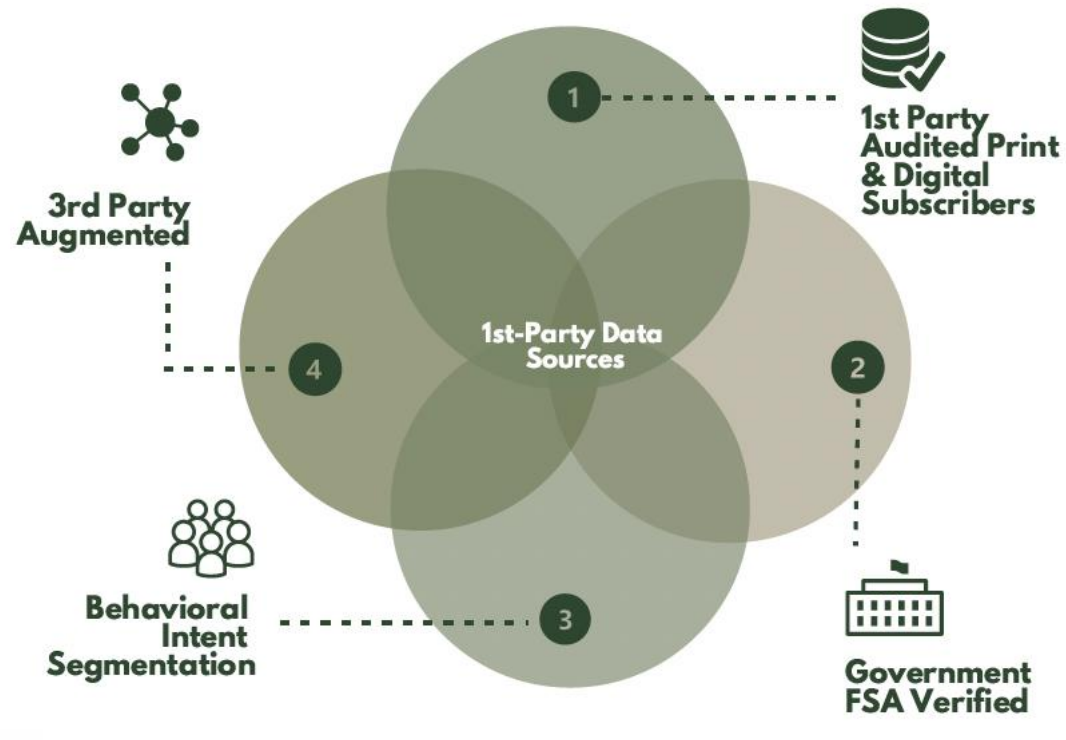


PRECISION REACH™

DATA DRIVEN PROGRAMMATIC

Robust First-Party Agriculture Database

Partnering with Farm Journal's Trusted Intelligence Program provides Precision Reach access to the largest, richest and most accurate dataset across the entire ag value chain, allowing you to precisely reach the optimal audience for maximum efficiency and ROI. For companies looking to digitally target unique agriculture audiences, Precision Reach has a segmentation that's right for you, connecting your ads to farmer audiences across all devices wherever they go online.





PRECISION REACH™

DATA DRIVEN PROGRAMMATIC

Ag-Centric Digital Strategies

Maximize your marketing dollars with a high frequency advertising solution, choosing your audience and tactics.








1

Audience

- Farmers
- Livestock Producers
- Ag Retailers
- Certified Crop Advisors
- Vets, Nutritionists and Consultants
- Grain Merchandisers
- Other

2

Tactic

-  Display
-  CTV
-  Native
-  Audio
-  Video
-  Social
-  Trade Show Geofence





BROADCAST





Host: Clinton Griffiths

RATINGS: 250,500

DISTRIBUTION:

Affiliates: 112 Stations in 39 States

RFD-TV: 7:30 AM Central, M-F

SiriusXM/Rural Radio: 3x daily M-F

DIGITAL:

Average Monthly Views: 15,910

Average Monthly Users: 3,566



WHY FARMERS & RANCHERS WATCH:

1. **Timeliness:** Agriculture's "Newscast of Record" since 1982
2. **Original Reporting:** 260 original 30-minute episodes annually
3. **Big Reach:** The Ag to Consumer Connection



AG DAY



DROVERS REPORT

Beef news with Drovers Editorial Director Greg Henderson.

Weekly: Thursdays

Sponsorship includes:

- Opening :10 billboard
- Accompanying :30 or :60 commercial

Minimum 13-week commitment required



THE DAIRY REPORT

Latest dairy news with Karen Bohnert, Dairy Editorial Director.

Weekly: Tuesdays

Sponsorship includes:

- Opening :10 billboard
- Accompanying :30 or :60 commercial

Minimum 13-week commitment required



PORK REPORT

Pork industry news with Jennifer Shike, Pork Editorial Director.

Weekly: Fridays

Sponsorship includes:

- Opening :10 billboard
- Accompanying :30 or :60 commercial

Minimum 13-week commitment required



Host: Tyne Morgan

RATINGS: 424,000

DISTRIBUTION:

Affiliates: 129 Stations in 43 States

RFD-TV: 9 AM Central, Saturday
3 PM Central, Sunday

SiriusXM/Rural Radio: 6 PM Central Saturday
6 AM Central Sunday

DIGITAL:

Average Monthly Views: 9,557

Average Monthly Users: 3,843



WHY FARMERS & RANCHERS WATCH:

- 1. Impact:** Single biggest reach platform in all of agriculture
- 2. Original Content:** 52 original 60-minute episodes annually
- 3. On the Road:** Live Tapings, College Roadshow, From the Farm



Host: Greg Peterson



RATINGS: 150,000+

DISTRIBUTION:

Affiliates: 50+ Stations in 24 States

RFD-TV: 4 PM Central, Tuesday
12:30 PM Central, Saturday



WHY FARMERS & RANCHERS WATCH:

- 1. Price Discovery:** The industry's most trusted source for equipment values
- 2. Story Telling:** The emotional connection to iron
- 3. Important Business Applications:** 100% focused on farm equipment



Host: Chip Flory

AgriTalk

AgriTalk AM: airs 10 AM Central, M-F

AgriTalk PM: airs 2 PM Central, M-F

DISTRIBUTION:

Affiliates: 100+ Stations in 19 States

SiriusXM/Rural Radio: AgriTalk AM, 2x daily, M-F

AgriTalk Podcast: 200,000+ downloads monthly

DIGITAL:

Average Monthly Views: 9,557

Average Monthly Users: 3,843



WHY FARMERS & RANCHERS LISTEN:

- Attitude:** Agriculture's only talk show ... 520 original 60-minute episodes annually
- The Farmers' Voice:** We ask questions they would ask!
- More than Sound Bites:** Heavy conversations, serious analysis

AgriTalk



DROVERS REPORT

Beef industry news with Drovers' Greg Henderson and Chip Flory.

Weekly: Thursdays

Sponsorship includes:

- Opening :10 billboard
- Accompanying :30 or :60 commercial

Minimum 13-week commitment required



THE DAIRY REPORT

Latest dairy industry news with Dairy Herd Management and MILK Business Quarterly's Karen Bohnert and Chip Flory.

Weekly: Tuesdays

Sponsorship includes:

- Opening :10 billboard
- Accompanying :30 or :60 commercial

Minimum 13-week commitment required



PORK REPORT

Pork news with Farm Journal PORK's Jennifer Shike and Chip Flory.

Weekly: Fridays

Sponsorship includes:

- Opening :10 billboard
- Accompanying :30 or :60 commercial

Minimum 13-week commitment required



Host: Andrew McCrea

AMERICAN COUNTRYSIDE

DISTRIBUTION:

Affiliates: 114 Stations in 18 States

SiriusXM/Rural Radio: 2x daily M-F



WHY FARMERS & RANCHERS WATCH:

1. **Appointment Listening:** “The Rest of the Story”
2. **Compelling Stories:** “A person you’ve never heard of with a story you’ll never forget”
3. **A Helping Hand:** Tips & insights in to how to make your farm, business and community more productive and successful

STREAMING AUDIO OPPORTUNITIES

Network Monthly Downloads



2022:

2.7 MILLION

Q1-Q2 2022 Average Monthly Downloads



2.5 Million

Downloads in 2022

AgriTalk covers farm production, policy and technology along with a heavy dose of market analysis.



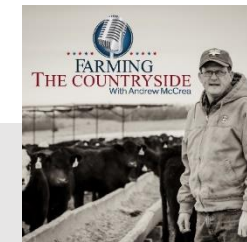
5,000+ Monthly Downloads

The definitive policy podcast for agriculture with Chip Flory & Jim Wiesemeyer.



4,000+ Monthly Downloads

A podcast to let farmers share their story. What they did right, what they did wrong and how it impacted their operation.



4,000+ Monthly Downloads

Hosted by Andrew McCrea – 5th generation grain and livestock farmer from Maysville, Mo. A proven interview talent with track record in creating great content.



700+ Monthly Downloads

The Scoop Podcast with Margy Eckelkamp is the only podcast focused on serving farmers' trusted advisers. Interviews include the must-know professionals influencing on-farm decisions.



EVENTS

MILK

Business Conference

2024 MILK Business Conference
December 10-12, Caesar's Palace Las Vegas Hotel and Casino

2023 MILK Business Conference
November 29-30, Caesar's Palace Las Vegas Hotel and Casino

Building a Lasting Dairy Legacy

The 2023 MILK Business Conference provides critical business information to help dairy producers thrive in a constantly changing economic environment. Education topics include understanding markets, improving people management skills, and affecting change to help a business continue to grow and develop.

2022 Attendees Represented

- 33 states, 4 countries
- 3,919 average herd size
- 2,583 average acres
- 392 total attendees





CUSTOM SOLUTIONS



FARM JOURNAL CONTENT SERVICES

Farm Journal has resources to bring our editorial and marketing skills to clients in the form of sponsored content and custom projects. Pricing varies based on the scope and details of the project.

Custom products and services include:

- ✓ Print Production
- ✓ Direct Mail Packages
- ✓ Ghost Writing and Design Services
- ✓ Web Development
- ✓ Social Media and Influencer Support
- ✓ Video Production
- ✓ Custom Event Management
- ✓ Lead Generation
- ✓ Calling Campaigns
- ✓ Editorial Adjacencies



RESEARCH STUDIES

A dedicated Market Intelligence team that conducts quantitative and qualitative studies online, phone or mobile with or without analysis. Pricing varies based on the scope and details of the project.

Research studies are customized to meet your needs:

- ✓ Brand survey
- ✓ Message testing
- ✓ Benchmark and tracking survey
- ✓ Issue management survey
- ✓ Perception survey
- ✓ Mobile survey

Methodologies may include:

- ✓ Online survey
- ✓ Phone survey
- ✓ Focus groups
- ✓ In-depth interviews
- ✓ Secondary research
- ✓ Custom reports to communicate results



DATA

Deep, cross-platform engagement with the largest audiences in agriculture generates real-time behavioral insights. Farm Journal's Trusted Intelligence Platform combines these insights with the industry's most extensive database of producer activities and proclivities. Customers use this intelligence to deliver the right message at the right time to the right people with unparalleled results.

Data is Power

- ➔ **4.1 million records** in a database fueled by proprietary first-party exchanges, cleansed USDA data and fed daily by the most robust behavioral insights engine in agriculture.

Comprehensive Reach

- ➔ **50 million-plus** monthly touchpoints across digital, radio, TV, print and in-person platforms create the largest megaphone in agriculture.

Insights and Behavioral Science

- ➔ Through our connected infrastructure, people-based insights quickly convert into audiences of scale for activation through predictive analytics.



CONTENT TEAM

With unsurpassed expertise, our team produces trusted, timely content respected by the audience you want to reach.

Katie Humphreys, Content Manager Producer Media

Clinton Griffiths, Farm Journal Editor & AgDay TV Host

Margy Eckelkamp, Top Producer & The Scoop Brand Leader

Tyne Morgan, U.S. Farm Report Host & Executive Producer

Chris Bennett, Technology and Issues Editor

Greg Peterson, Machinery Pete

Chip Flory, AgriTalk Host

Michelle Rook, National Farm Journal Broadcast Reporter

Cheyenne Kramer, Associate Editor

Joelle Orem, Digital Content Producer

Ken Ferrie, Farm Journal Field Agronomist

Isaac Ferrie, Farm Journal Field Agronomist

Missy Bauer, Farm Journal Field Agronomist

Darrell Smith, Content Contributor

Greg Henderson, Drivers Editorial Director

Karen Bohnert, Dairy Editorial Director

Jennifer Shike, Farm Journal's PORK Editor

Rhonda Brooks, Content Projects Manager & BoVet Editor

Taylor Leach, Digital Content Producer

Paige Carlson, Digital Content Producer

Lori Hays, Art Director

Lindsey Pound, Art Director

Megan LaManna, Proofreader & Copy Editor

Marge Kulba, Broadcast Producer

CONTACT US

Find out more about how we help you connect with the audience that's most crucial to your company's success.



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