



FARM JOURNAL

FARM JOURNAL'S PORK MARKETING KIT 2024

DRIVERS
Driving the Deal 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

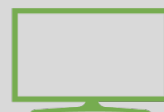
Subscribers



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





September 2023

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

DROVERS
Driving the Beef Market

Decision Time
Capture the full potential value of your calves. | 8

150th Anniversary

Drovers.com

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

PorkBusiness.com

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

DROVERS

150th Anniversary

Drovers.com

AUGUST 2023

DROVERS
Driving the Beef Market

Decision Time
Capture the full potential value of your calves. | 8

150th Anniversary

Drovers.com

Emotional Dimension of Feeding Livestock | 16

2022 NBOA Results | 14

I'm A Drovers Farm, Fence, Repeat | 12

FARM JOURNAL

MILK Business Quarterly
MARCH 2023

14 How One Dairy Offers Side Share as an Employee Incentive
22 Quiz-the-Beef Tips to Attract and Retain Best Employees
30 Dairy's Hoops- Threats, Trends and Implications for Producers
34 What's Next? How Will We Feed Our Cows in the Future?

Dairy Herd Management
DairyHerd.com

Sustainable Then, Sustainable Now
New sustainability efforts drive these two dairies forward
Page 8

60 YEARS
1963-2023

JULY/AUGUST 2023

HEALTH, BUSINESS

BOVINE VETERINARY

SEPTEMBER 2023

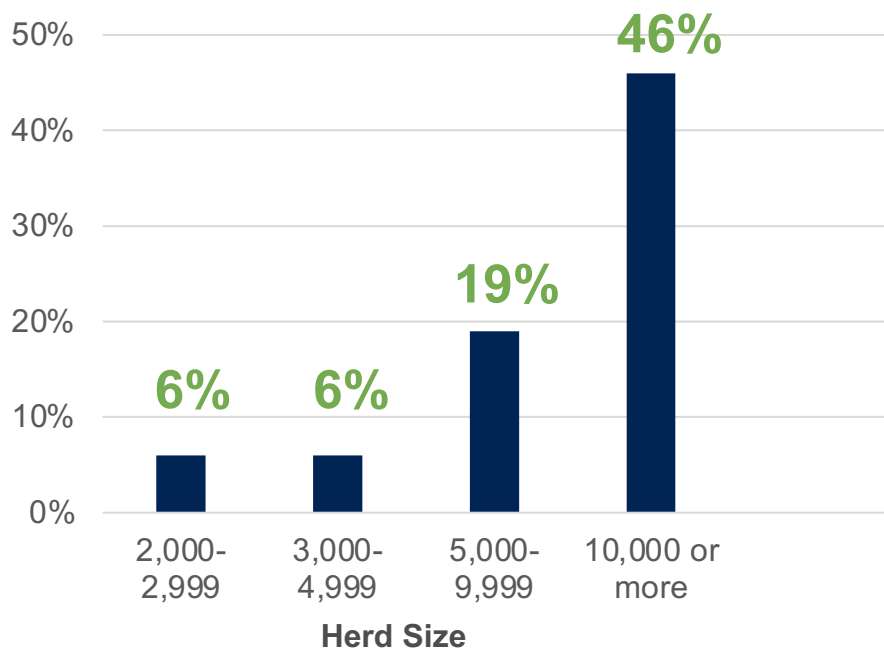
TOO MUCH A GOOD THING
Could fewer vaccinations of BRD in best-

Farm Journal's PORK

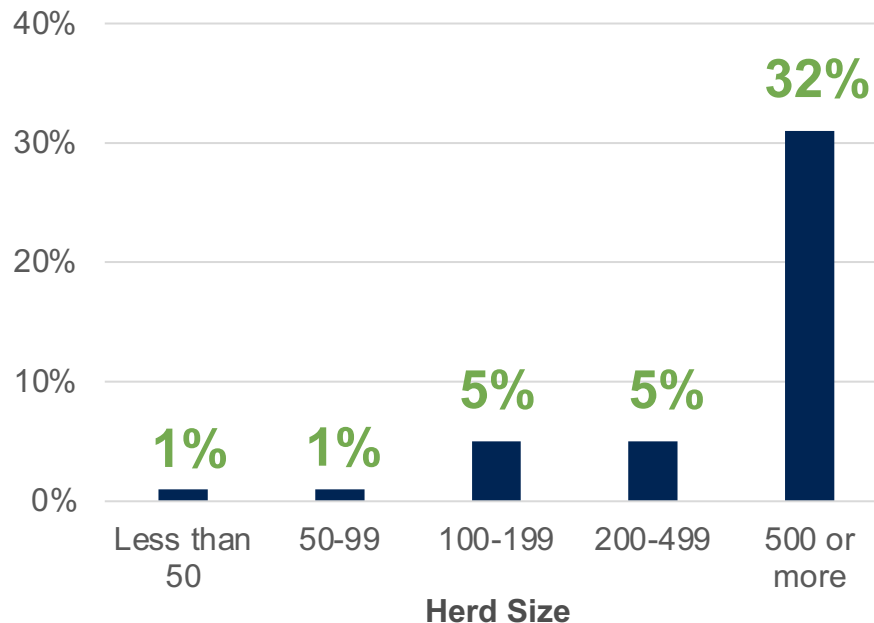
Farm Journal's PORK is committed to providing cutting-edge information – both in the print and digital editions – that will help readers maximize efficiency, productivity and profitability while keeping animal well-being, sustainability and product quality at the top of readers' minds.



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**IN EVERY ISSUE**

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.

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



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

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

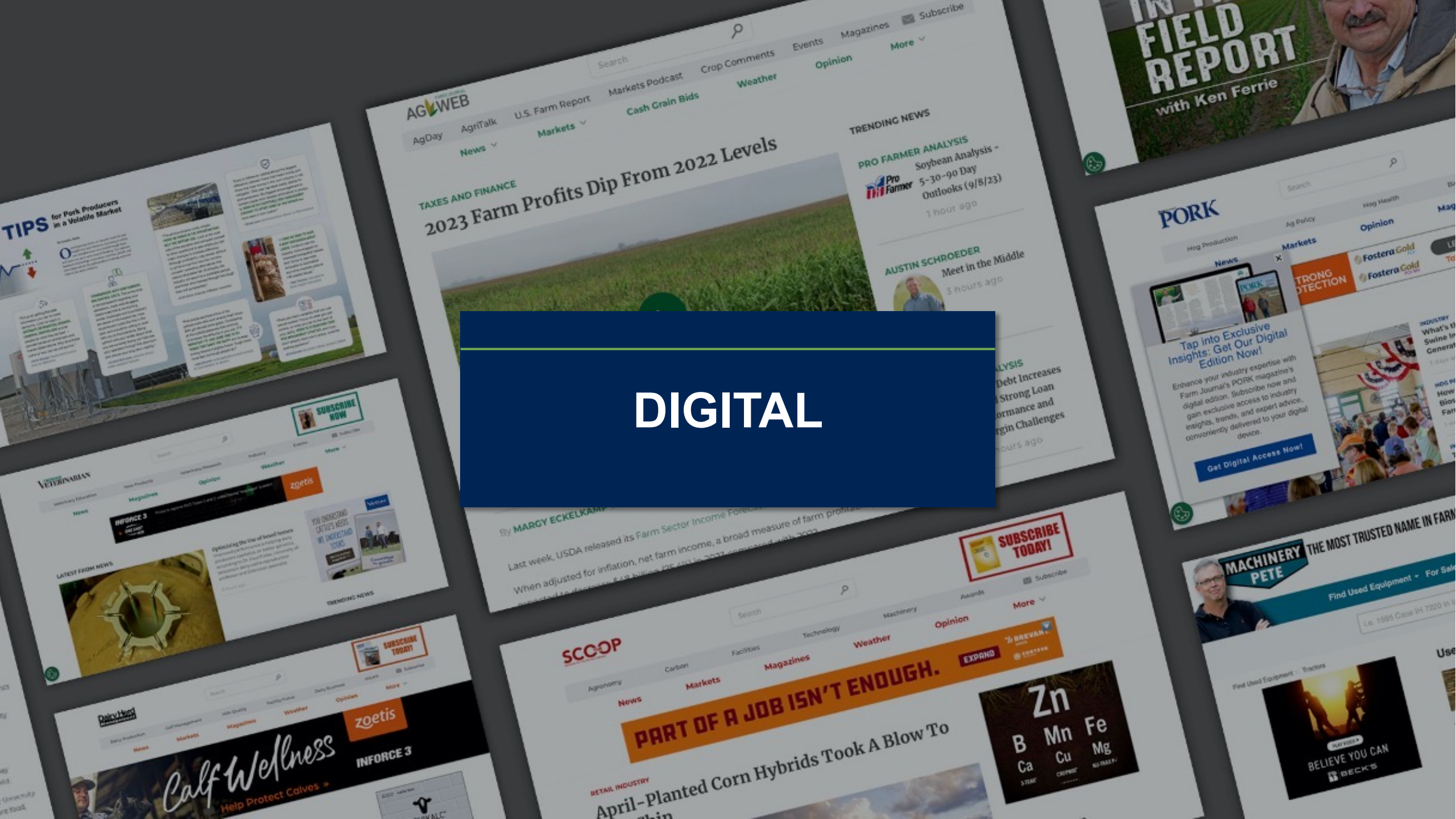
TARGET AND CONNECT WITH YOUR AUDIENCE LIKE NEVER BEFORE

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

TIPS for Pork Producers in a Volatile Market

With an upping the ante in volatility, pork producers are looking for ways to manage risk and maximize profits. Here are some tips to help you navigate the market:

- 1. **Monitor Market Conditions:** Stay on top of market news, including commodity prices, trade policies, and weather forecasts.
- 2. **Use Hedging Strategies:** Consider using futures contracts or options to lock in prices and reduce risk.
- 3. **Optimize Production Costs:** Focus on efficient feed management, health care, and labor practices to reduce expenses.
- 4. **Explore New Markets:** Look for opportunities to export or sell into different markets to diversify your revenue.
- 5. **Stay Informed:** Regularly consult with industry experts and advisors to stay updated on the latest trends and challenges.

AGWEB

News Markets U.S. Farm Report Cash Grain Bids Weather Opinion

TAXES AND FINANCE

2023 Farm Profits Dip From 2022 Levels

By MARGY ECKELKAMP

Last week, USDA released its Farm Sector Income Forecast. When adjusted for inflation, net farm income, a broad measure of farm profitability, is projected to decrease \$19 billion, or 15%, in 2023 compared with 2022.

TRENDING NEWS

- PRO FARMER ANALYSIS**
Soybean Analysis - 5-30-90 Day Outlooks (9/8/23)
1 hour ago
- AUSTIN SCHROEDER**
Meet in the Middle
3 hours ago
- ANALYSIS**
Debt Increases Strong Loan Performance and Margin Challenges
4 hours ago

PORK

Hog Production Ag Policy Hog Health Markets Opinion

Tap into Exclusive Insights: Get Our Digital Edition Now!

Enhance your industry expertise with Farm Journal's PORK magazine's digital edition. Subscribe now and gain exclusive access to industry insights, trends, and expert advice, conveniently delivered to your digital device.

Get Digital Access Now!

VETERINARIAN

Magazines zogenis

INFORCE 3

Optimizing the Use of In-feed Health Solutions

Subscribe Today!

SCOOP

Agromony Carbon Technology Facilities Machinery Magazines Weather Opinion

PART OF A JOB ISN'T ENOUGH.

April-Planted Corn Hybrids Took A Blow To

Zn B Mn Fe Ca Cu Mg

MACHINERY PETE

THE MOST TRUSTED NAME IN FARM

Find Used Equipment - For Sale

BELIEVE YOU CAN

BECK'S

Dairy Herd

Dairy Production Milk Quality Facility/Health Dairy Business Markets Magazines Weather Opinion

Calf Wellness

Help Protect Calves

INFORCE 3

Subscribe Today!

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

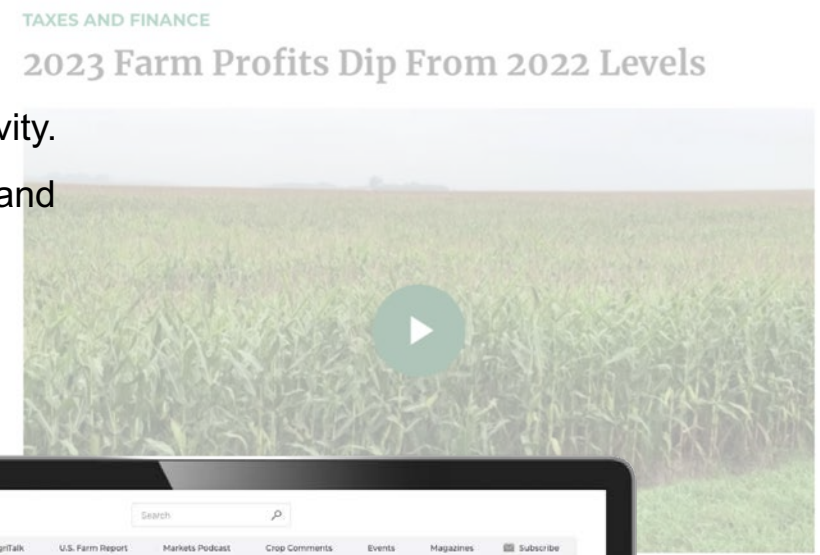
780



LinkedIn Followers

1,412





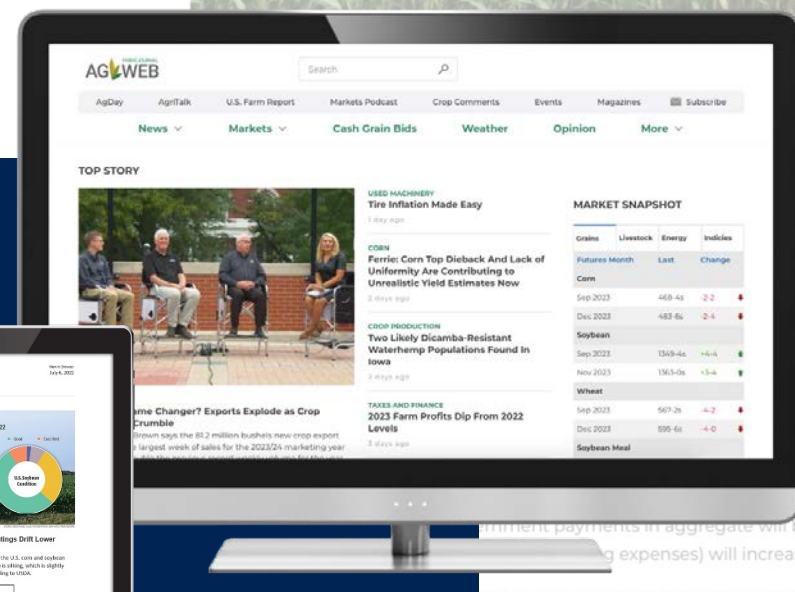
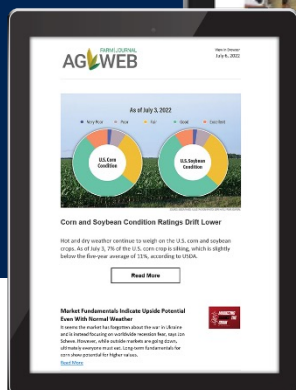
AgWeb.com is agriculture's **No. 1 website** for industry information and market activity. In fact, farmers who control a combined 80 million acres engage with AgWeb each and every day. With more than **2.2 million pageviews** and **440,000 unique visitors** each month, AgWeb also is a powerhouse content 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**



TRENDING NEWS

PRO FARMER ANA
Soybea
5-30-9
Outloo
1 hour

AUSTIN SCHROED
Meet in
3 hour

PRO FARMER ANA
Farm D
Amid S
Perform
Margin
5 h

CORN
Potenti
Change
Explod
Condit
5 hour

USED MACHINERY
Grain C
Love Te
6 hour

...profitability, is
...ear decline:
...imment 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

A grey rectangular box containing a green outline icon of the Facebook 'f' logo. Below the icon, the word "Facebook" is written in bold blue text, followed by "~ 59,000 followers" in a smaller grey font.

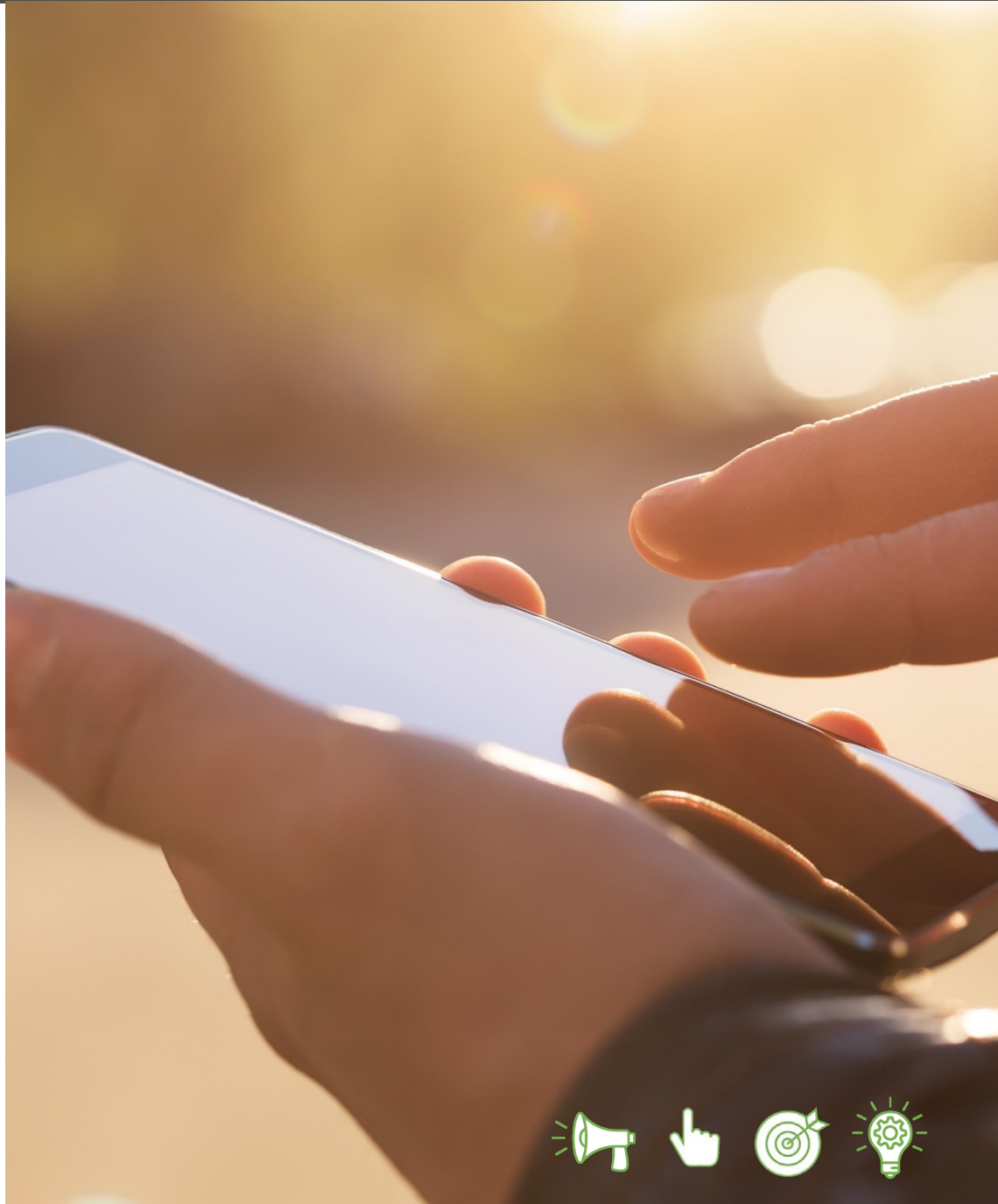
Twitter
> 97,000 followers

A grey rectangular box containing a green outline icon of a Twitter bird. Below the icon, the word "Twitter" is written in bold blue text, followed by "> 97,000 followers" in a smaller grey font.

Mobile Audience
36,000 row crop farmer subscribers

A grey rectangular box containing a green outline icon of a smartphone. Below the icon, the words "Mobile Audience" are written in bold blue text, followed by "36,000 row crop farmer subscribers" in a smaller grey font.

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

A grey rectangular box containing a green outline icon of an envelope with an '@' symbol. Below the icon, the words "eBlast Audience" are written in bold blue text, followed by "89,377 row crop farmers in the mailable third-party database" in a smaller grey font.

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
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.

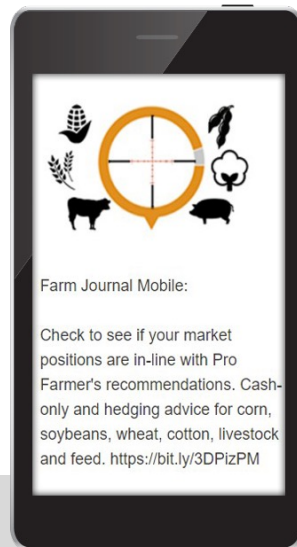


Facebook	40,000	59,000		45,000	37,000	14,000	16,000	35,000	72,000	196,000	3,800	3,100
Twitter	38,800	97,600	5,012	18,900	14,200	8,450	4,258	18,900	17,500	48,300	16,400	
Instagram	2,739	5,282		7,638	2,544	780		1,429	258	67,000		
LinkedIn		25,333	386		28,362	1,412				1,244		



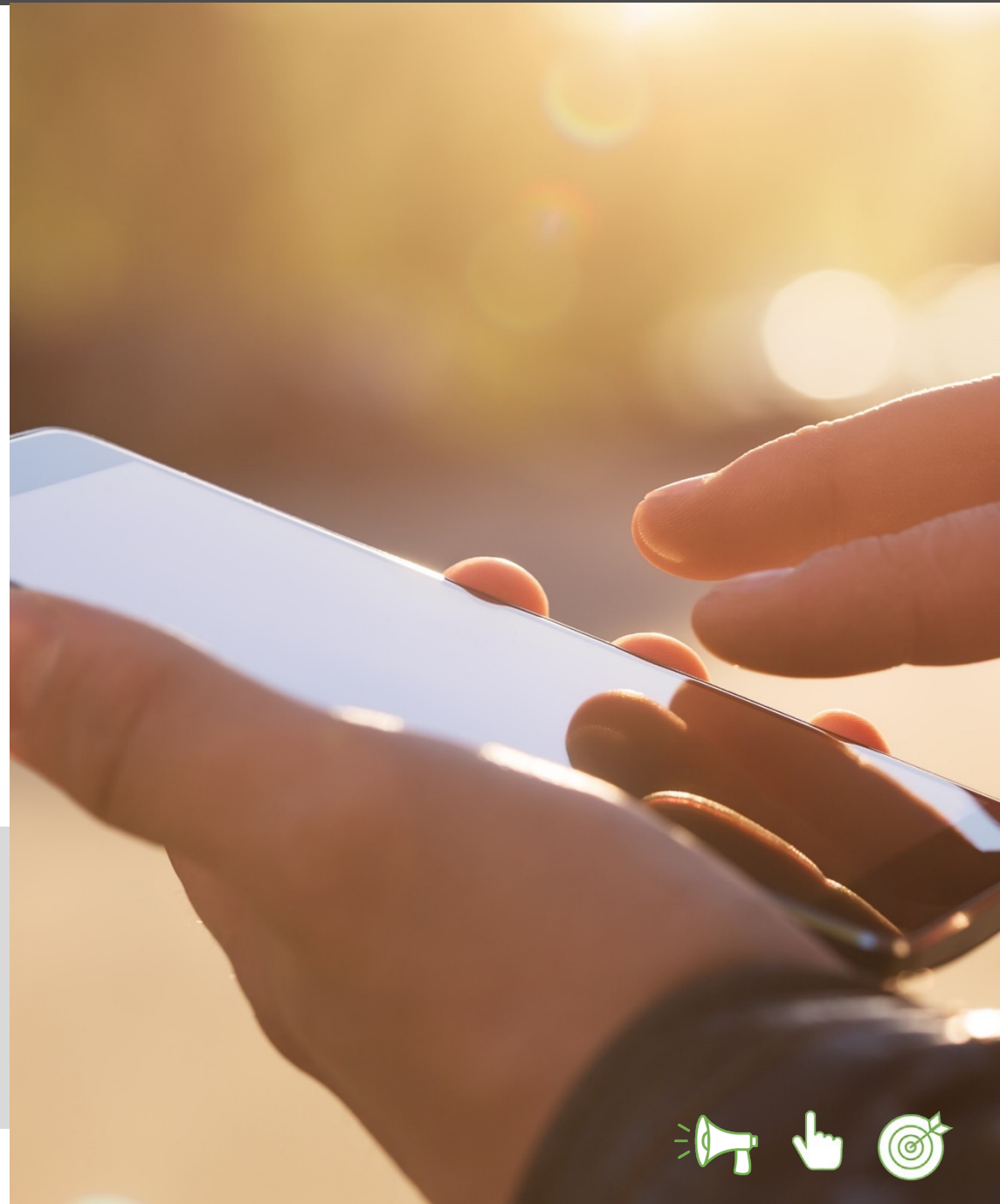
LIVESTOCK MOBILE SUBSCRIBERS

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



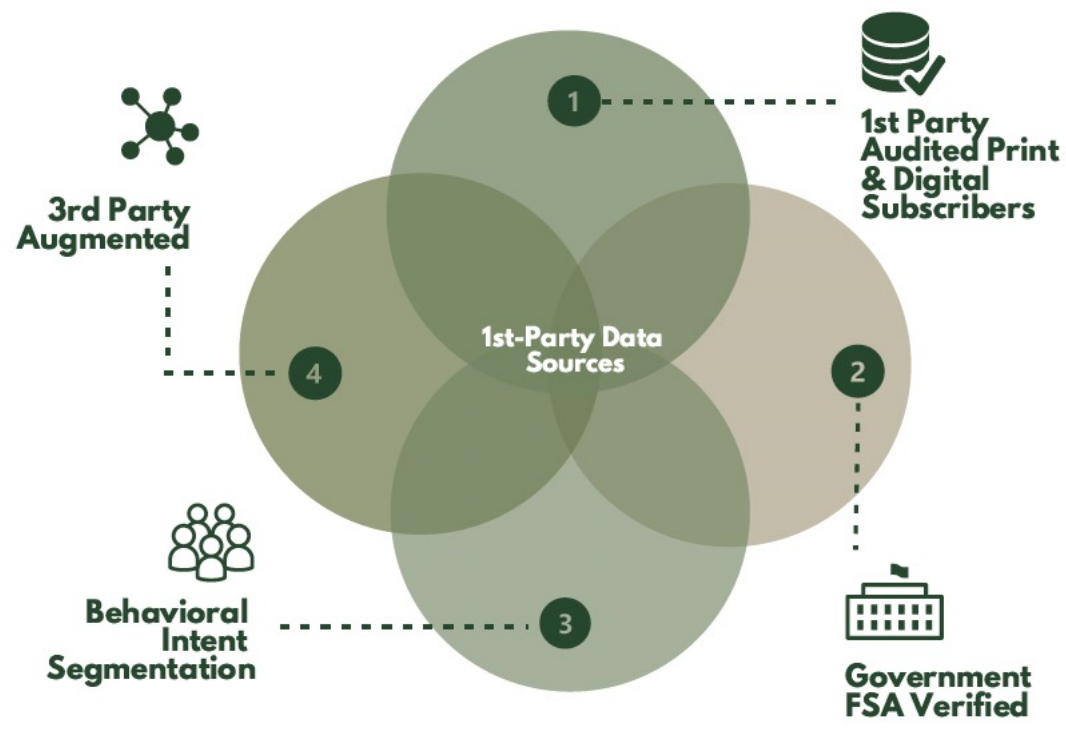


PRECISION REACH™

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



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

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

AGDAY

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: 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



2023:

2+ MILLION



200,000+ Monthly Downloads

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



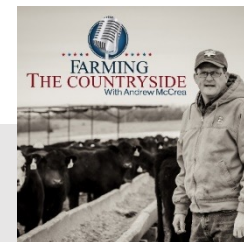
5,000+ Monthly Downloads

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.



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

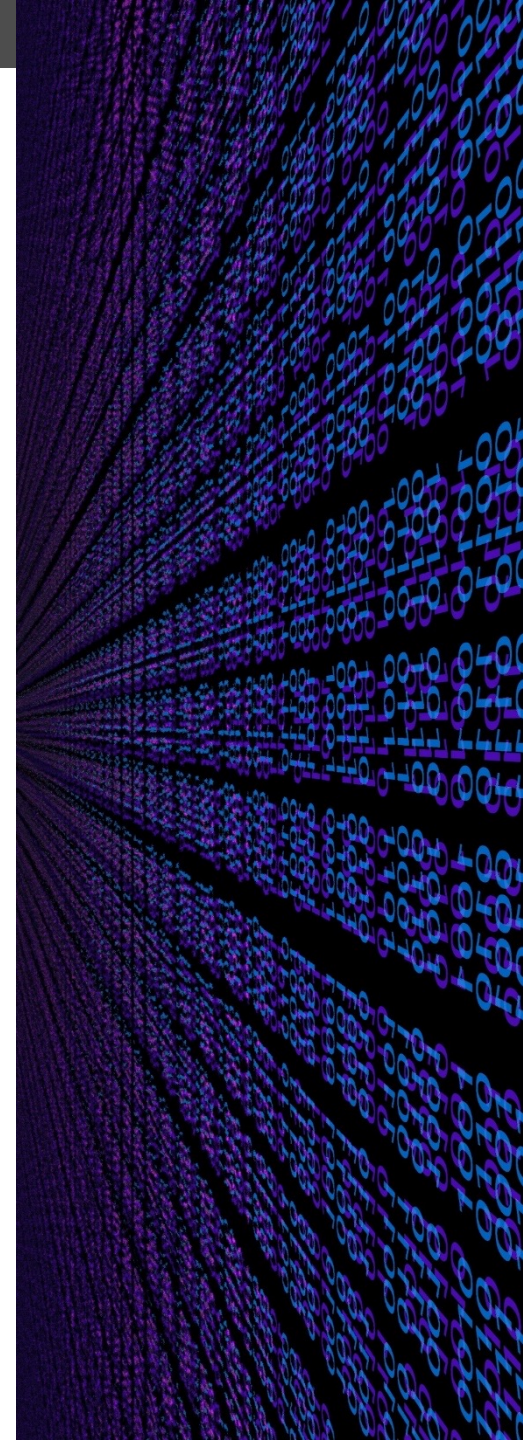
- ➔ **4.1 million records** in a database fueled by proprietary first-party exchanges, cleansed USDA data and fed daily by the most robust behavioral insights engine in agriculture.

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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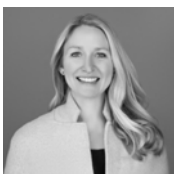
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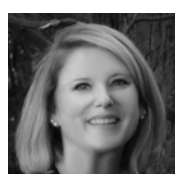
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