



# FARM JOURNAL

## DAIRY HERD MANAGEMENT & MILK BUSINESS QUARTERLY MARKETING KIT 2024

**DROVERS**  
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
   	     	    	  	     

			
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# 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.

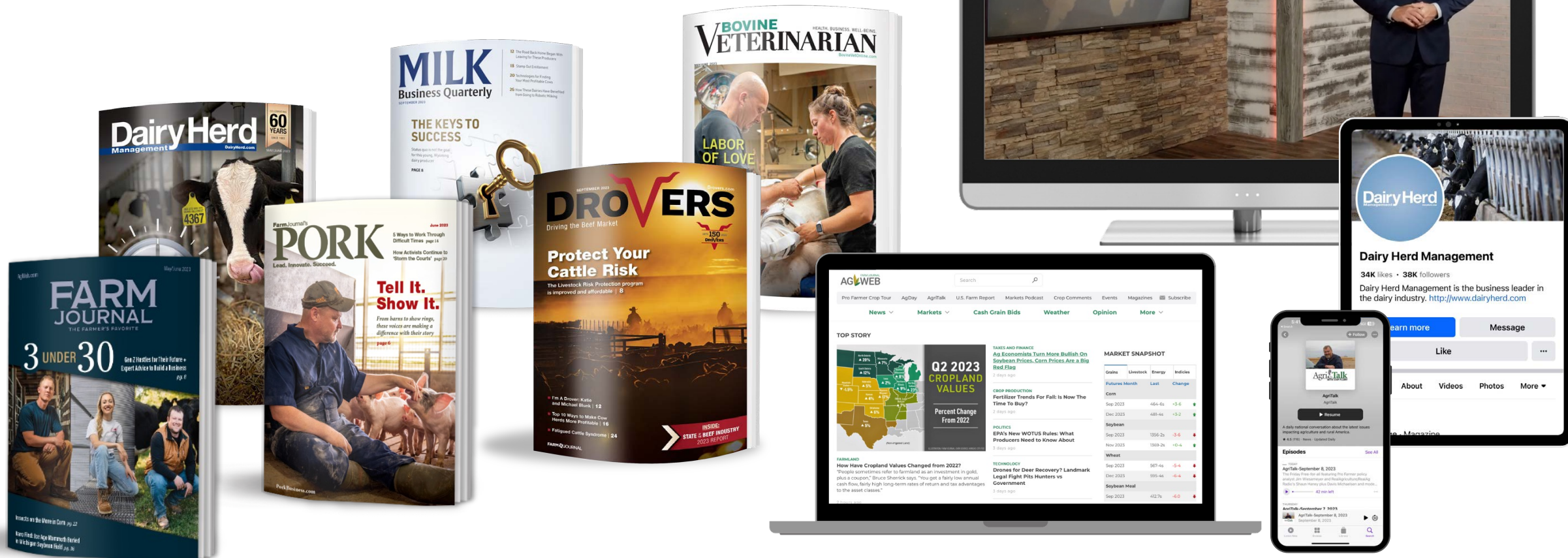


## THOUGHT LEADERSHIP

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-



# 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

## IN EVERY ISSUE



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

- 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.

**Closing Date 11/28**

**Ad Material Due 12/5**

**Mail Date 1/4**

### FEBRUARY

- 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 1/4**

**Ad Material Due 1/11**

**Mail Date 2/9**

### MARCH

- 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

**Closing Date 1/18**

**Ad Material Due 1/25**

**Mail Date 2/23**

### APRIL

- 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 2/15**

**Ad Material Due 2/22**

**Mail Date 3/22**





# Dairy Herd Management

## 2024 EDITORIAL CALENDAR & PRINT PRODUCTION SCHEDULE

### 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**

### 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 7/15**

### 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 7/31**  
**Ad Material Due 8/7**  
**Mail Date 9/5**

### 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

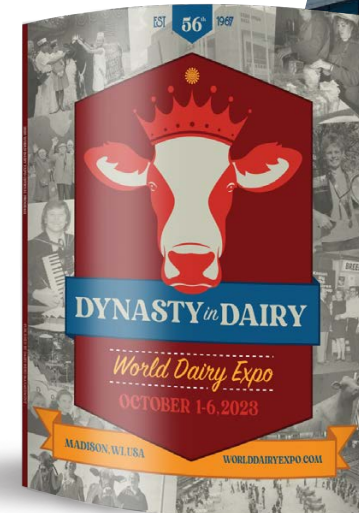
Four Color	1x
2-page spread	\$28,129
Tab page	\$16,173
1-page	\$14,064
2/3 page	\$10,971
1/2-page spread	\$19,693
Junior page	\$9,846
1/2 page	\$9,281
1/3 page	\$7,032
1/4 page	\$6,187
1/6 page	\$5,342
1/8 page	\$4,923
1/12 page	\$4,359
2 <sup>nd</sup> cover	\$14,486
3 <sup>rd</sup> cover	\$14,486
4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



# 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](mailto: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

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.

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# PRECISION PRINT

## TARGET AND CONNECT WITH YOUR AUDIENCE LIKE NEVER BEFORE

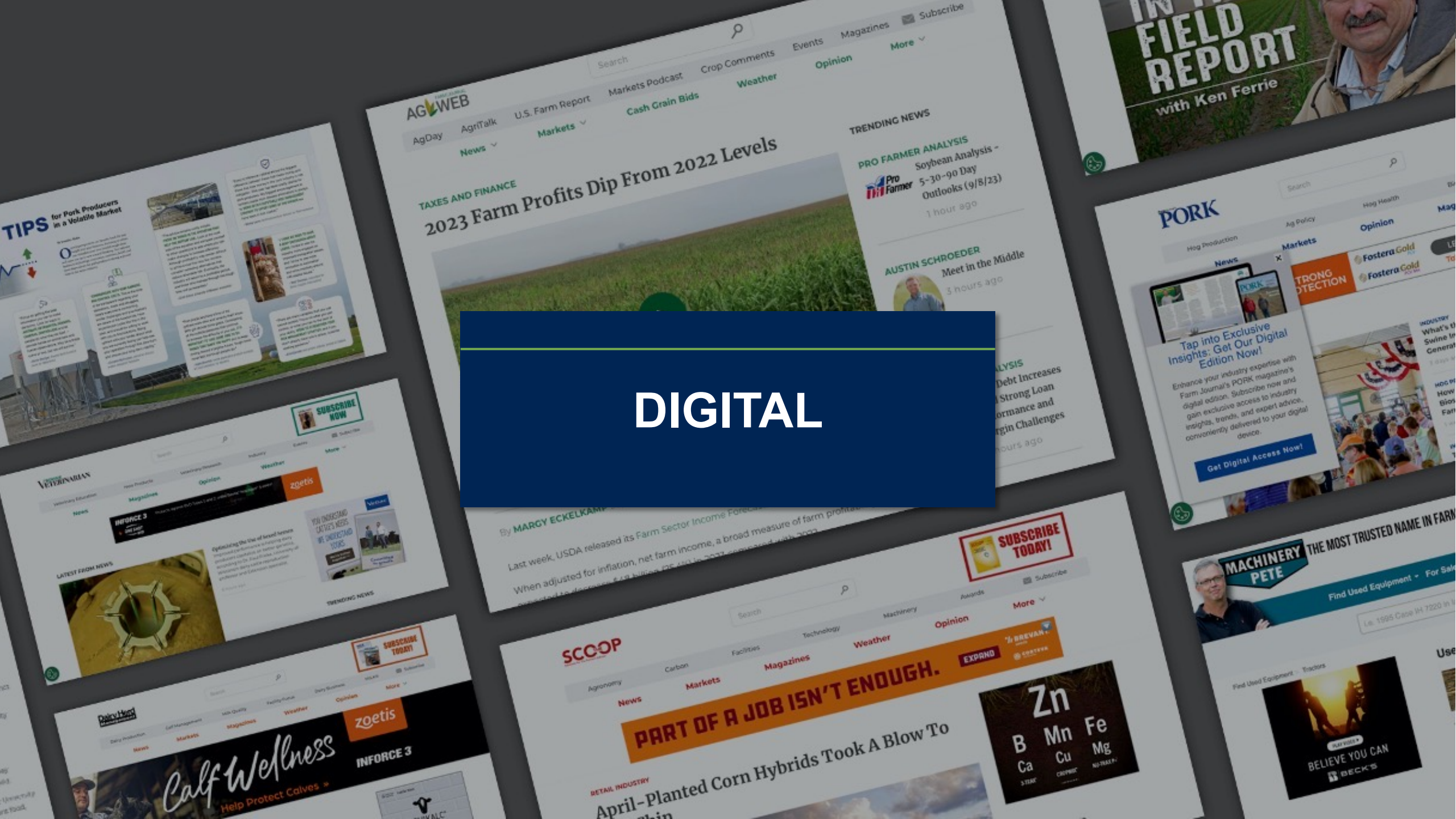
Put your brand into the hands of a critical audience of ag advisers through Precision Print.

- 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

# 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**



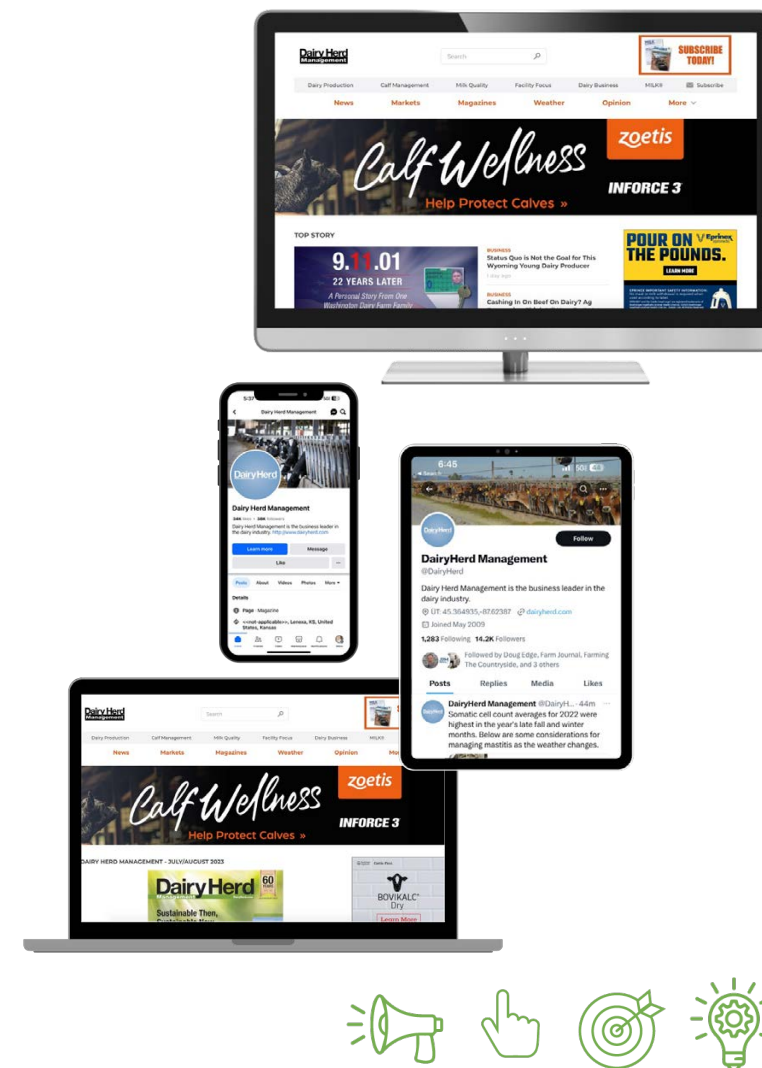
Twitter Followers  
**14,200**



Instagram Followers  
**2,544**



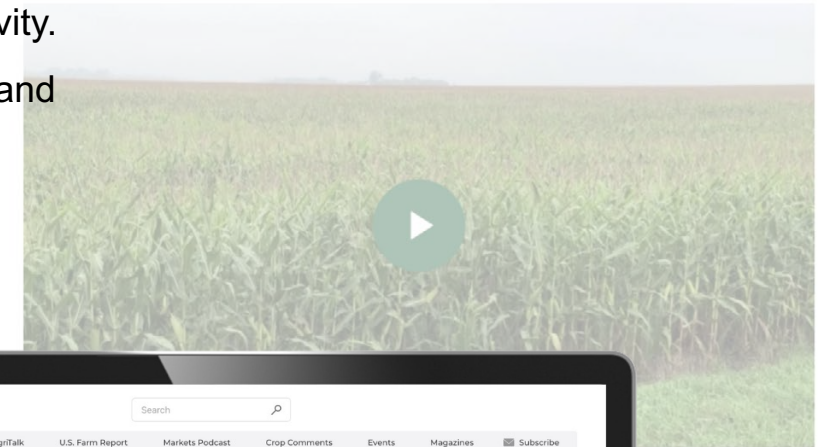
LinkedIn Followers  
**28,362**







TAXES AND FINANCE  
2023 Farm Profits Dip From 2022 Levels



**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.

TRENDING NEWS

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

AUSTIN SCHROEDER Meet in 3 hour

PRO FARMER ANA Farm D Amid S Perform Margin 5 h

CORN Potenti Change Explod Condit 5 hour

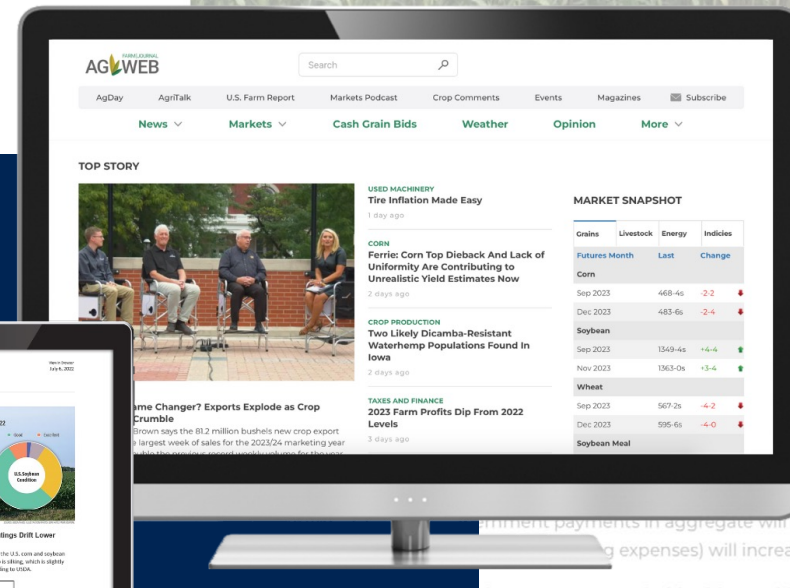
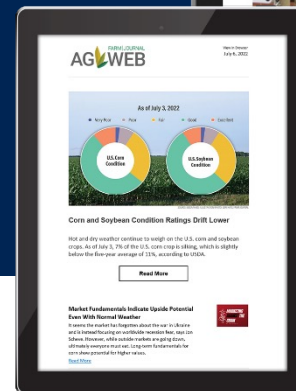
USED MACHINERY Grain C Love Te 6 hour

**AGWEB:**

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

Average Monthly Users: **444,628**

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




...imminent 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



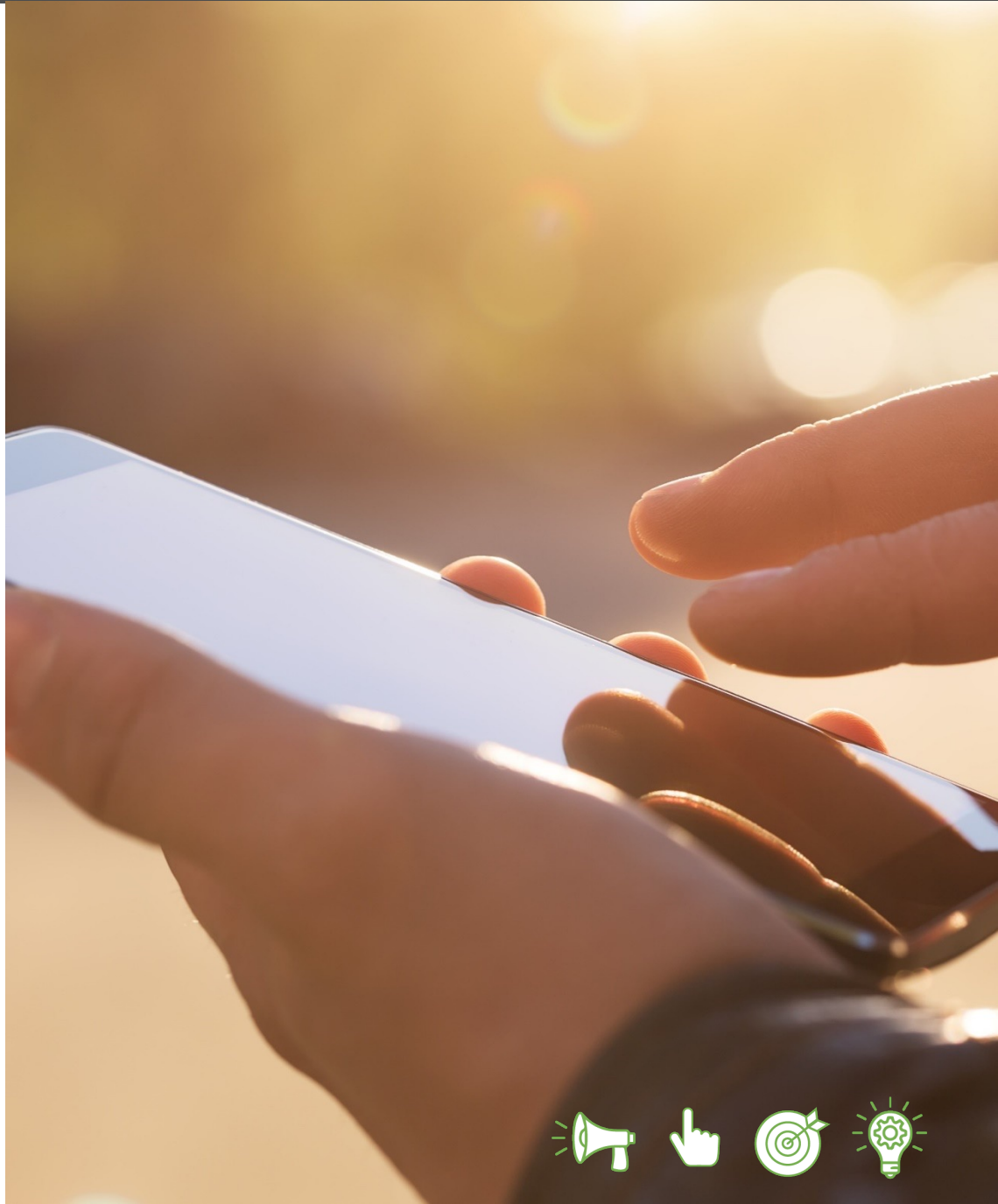
**Twitter**  
> 97,000 followers



**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
<b>MILK Business Daily</b>	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.
<b>Dairy Calf &amp; Heifer</b>	Monthly	8,112	Calf health, nutrition & management information monthly to dairy calf & heifer producers.
<b>Dairy Herd Daily</b>	Daily	36,111	The latest dairy industry news, information and special features delivered daily in an easy-to-read format.
<b>Dairy Nutritionist Network</b>	Monthly	1,803	Delivered monthly to independent and feed company nutritionists, as well as university researchers and nutrition-related professionals.
<b>AgWeb Daily</b>	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.



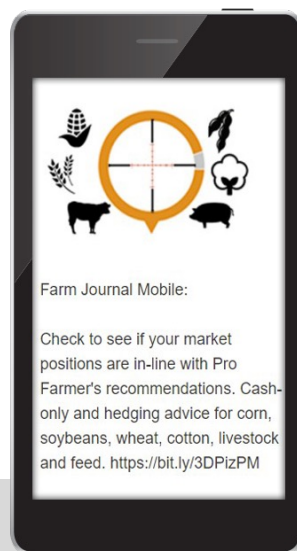
Facebook	40,000	59,000		45,000	37,000	14,000	16,000	35,000	72,000	196,000	3,800	3,100
Twitter	38,800	97,600	5,012	18,900	14,200	8,450	4,258	18,900	17,500	48,300	16,400	
Instagram	2,739	5,282		7,638	2,544	780		1,429	258	67,000		
LinkedIn		25,333	386		28,362	1,412				1,244		





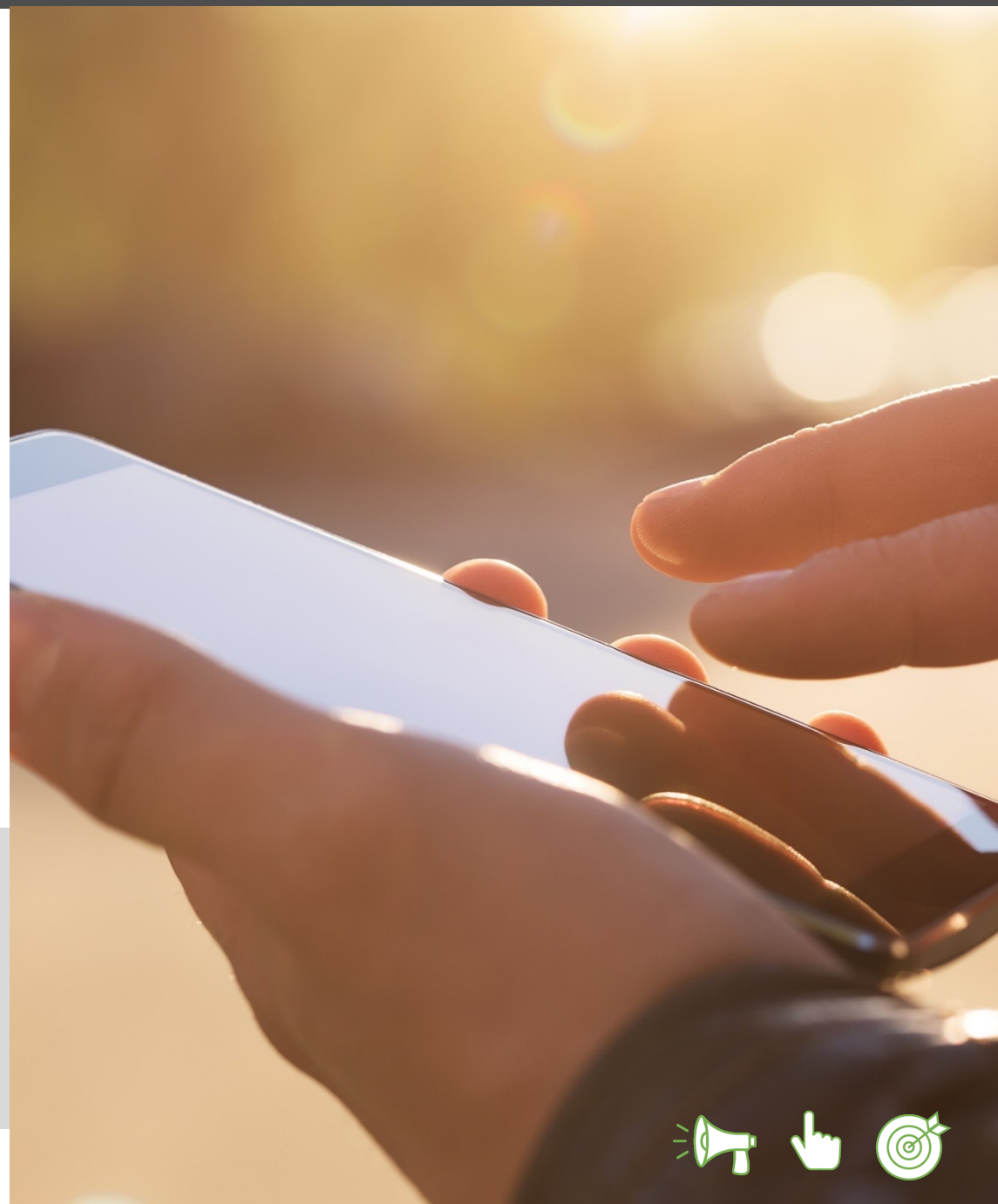
# LIVESTOCK MOBILE SUBSCRIBERS

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

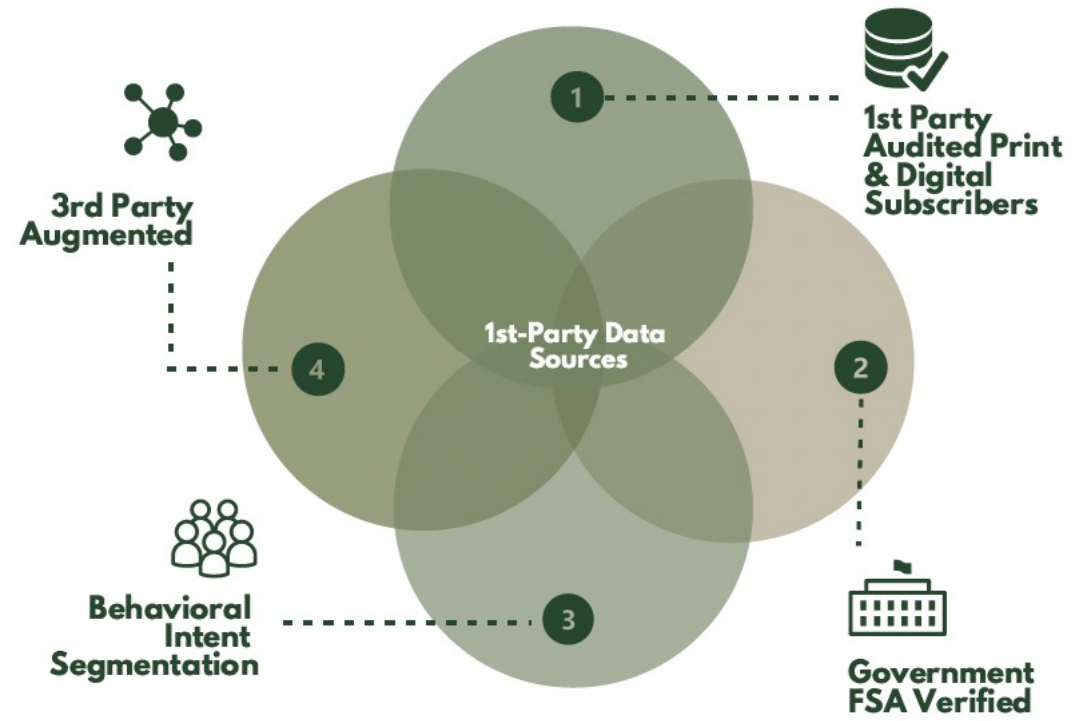


# PRECISION REACH™

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 Griffith**

**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

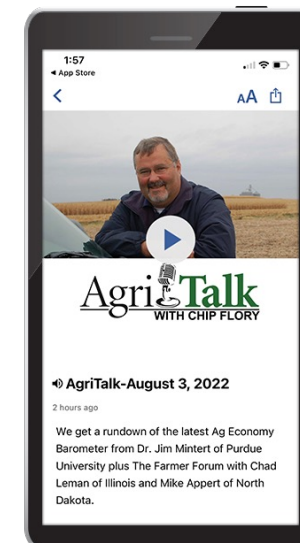
**SiriusXM/Rural Radio:** AgriTalk AM, 2x daily, M-F

**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

## 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*

# AGDAY

## 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*





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



**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.



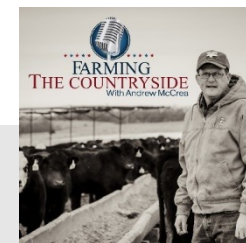
**5,000+ Monthly Downloads**

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.





# 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

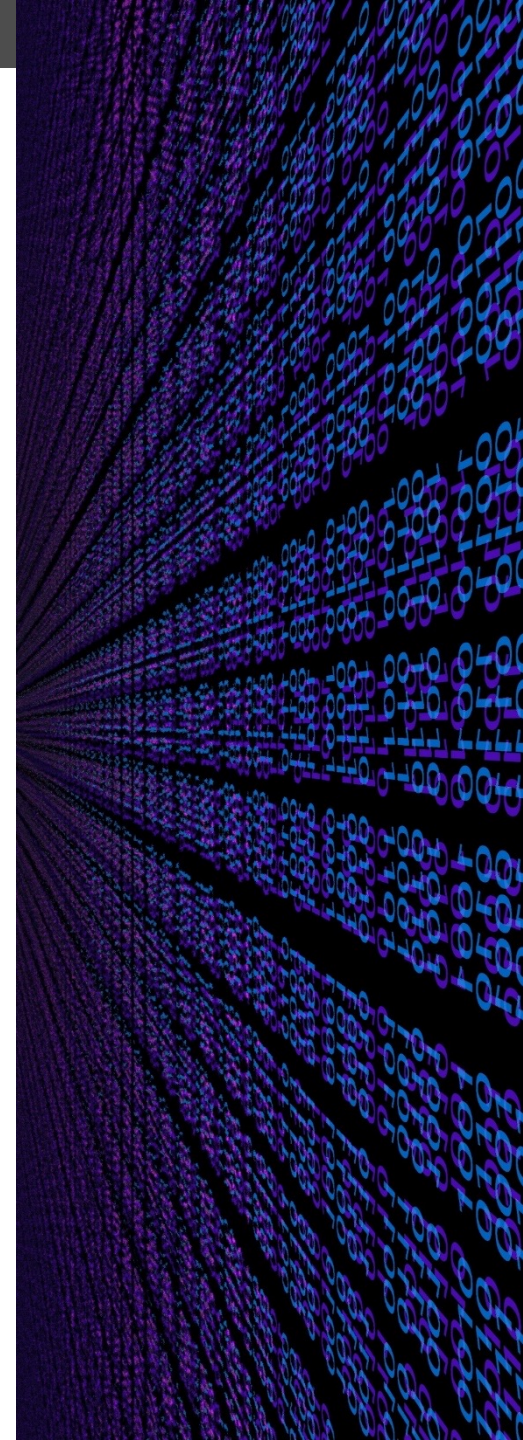
- ➔ **4.1 million records** in a database fueled by proprietary first-party exchanges, cleansed USDA data and fed daily by the most robust behavioral insights engine in agriculture.

## 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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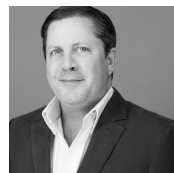
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