



# FARM JOURNAL

## THE SCOOP MARKETING KIT 2024

**FARM**  
JOURNAL

Top  
Producer

**SCOOP**  
THE

Top Producer  
SUMMIT



# TABLE OF CONTENTS

---

[Marketing Solutions](#)

[Overview](#)

[Content](#)

[Platforms](#)

[Contact Us](#)

# 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   |
|--|---|--|---|---|
| <br><br><br> | <br><br><br><br><br> | <br><br><br><br> | <br><br> | <br><br><br><br><br> |

|   |   |   |   |
|---|---|---|---|
|  |  |  |  |
|---|---|---|---|

# 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.

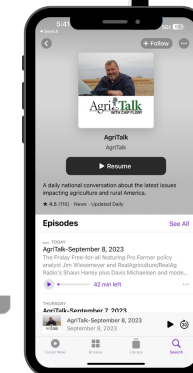
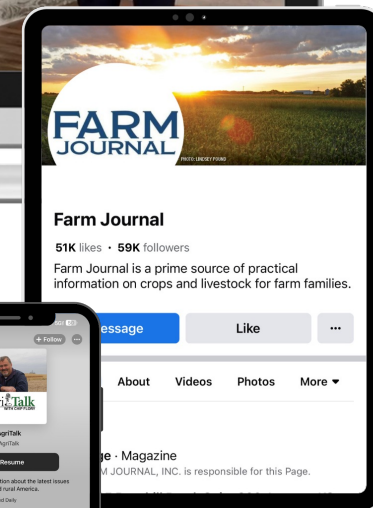
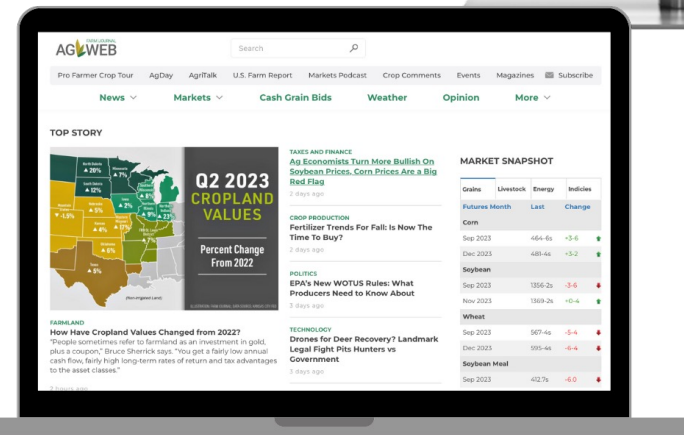


## THOUGHT LEADERSHIP

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

# CROPS DATABASE REACH



Total Reach:  
**7,381,202+**



Premium Magazine:

**313,957**

Subscribers



Websites:

**5,650,295**

Unique Users



Mobile Text Messaging:

**36,000**

Subscribers



Targeted E-mail:

**89,377**

Subscribers



National Syndicated  
Radio & Streaming  
Audio:

**234,602+**

Listeners



Television:

**858,250+**

Viewers



eNewsletters:

**227,421**

Subscribers



Events:

**3,700+**

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





AgWeb.com

May/June 2023

# FARM JOURNAL

THE FARMER'S FAVORITE

## 3 UNDER 30

Gen Z Hustles for Their Future + Expert Advice to Build a Business pg. 8

Insects on the Move in Corn pg. 22

Rare Find: Ice Age Mammoth Buried in Michigan Soybean Field pg. 36

Paul Heiler | 10  
Jerry Gulke | 48  
John Phipps | 54

August/September 2023

# Top Producer

Challenging Farmers to Think Differently

TREY WASSERBURGER

To Argos at Mosel Ranch and Sustainable Beef, LLC North Platte, Neb.

"I don't quit. I won't quit when I'm tired — I'll quit when it's done."

AgWeb.com

THE FARMER'S FAVORITE

# GET HARVEST READY

Upgrade Ideas for combines, grain bins and hybrids

Machinery Pete: Grain Carts and Combines in High Demand pg. 35

Landowner Sues EPA for Right to Jury of His Peers pg. 10

AgWeb.com

# PREMIUM MAGAZINES

AgWeb.com

February 2023

# FARM JOURNAL

THE FARMER'S FAVORITE

459.5 bu.

AgWeb.com

AgWeb.com

AUGUST/SEPTEMBER 2023

# FARMJournal SCOOP

THE SOLUTIONS FOR THE FARMER'S ADVISER

Team Reinvigorates Facility As Its Own pg. 14

Address The Elephant In The Room pg. 20

AgWeb.com

Challenging Farmers to Think Differently

# Top Producer

January 2023

## The Farm Next Door

In the face of urban sprawl, Susan Weaver Ford is a student of the game | 10

WEAVER FARMS  
Kearny, N.C.

AgWeb.com

# SCOOPTHE

The Scoop is the leading ag retail and crop consulting publication on the market, providing advisers and manufacturers with the information needed to gauge the market and predict the most strategic business decisions for peak profitability.

**TARGETED:** Critical influencers rely on The Scoop to give them what they need to help farmers make strategic decisions through cover-to-cover engagement. We provide the latest product announcements, regulatory updates and need-to-know industry news. In other words, “the scoop.”

Every issue of The Scoop includes content on the topics that matter to ag retailers and consultants: agronomy products, technology, facilities, machinery and business management. From seed treatments to fertilizer tenders, liquid fertilizer blends to weed control technologies and data-driven agronomy to logistics enabling on-time application, we cover the topics they need to know to provide informed advice to farmers.

We are proud to be the official magazine of



# SCOOPTHE

## AUDIENCE FACTS & FIGURES

**SUBSCRIBERS: 21,022**



**89%**

of subscribers play a vital role in helping growers make business decisions.



**7,000**

Top U.S. retail locations served — reaching sales, location and agronomy/operations managers as well as the C-suite.



**10,000s**

As a maximizer of information, each audience member influences tens of thousands of acres.



**16,680**

Retailers/dealers and distributors and custom applicators of crop inputs

**2,406**

Professional farm managers, independent crop consultants

**1,143**

Manufacturers of fertilizer, pesticides, seed and equipment

**784**

Extensions services, academic/research and others allied to the field



# SCOOPTHEOP

## FEATURED IN THE SCOOP



**Margy Eckelkamp** delivers the inside scoop in her Editor's Column at the beginning of every issue.



**Mark Faust** works with owners, CEOs and sales managers who want to grow their farm businesses through profit improvement.



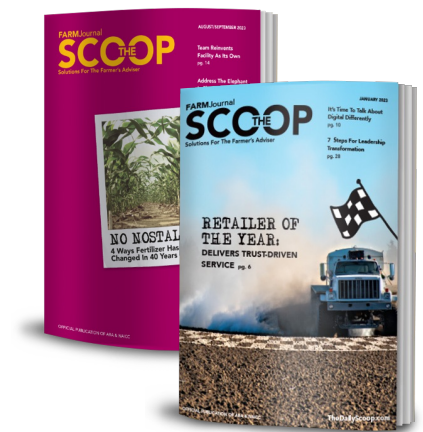
**Farrell Growth Group** is an agribusiness consulting firm comprised of a diverse staff with specialties throughout the agribusiness industry,



**Steve Cabbage** 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.



**Kenneth Scott Zuckerman** is an accomplished financial strategist who serves as the lead analyst for farm supply and biofuels within CoBank's Knowledge Exchange.



# SCOOPTHEOP

## EDITORIAL CALENDAR

### JANUARY

- Cover Story: Retailer of the Year
- The Rise of Robots In Ag Retail
- Retune Your Business Focus To Unlock Profits

### AUGUST/SEPTEMBER

- Cover Story: Fertilizer Trends For Fall
- Update on The Application Equipment Now Available
- The Overlooked Opportunity: How to Build Customer Loyalty

### FEBRUARY

- Cover Story: Industry Benchmarking Report
- New Product of the Year Winner and Runner Up
- Where to Add Margin: Seed Treatments

### OCTOBER

- Cover Story: What's Going On With Input Prices?
- How Ag Retail is Expanding The Footprint of Regenerative Ag
- ARA Show Guide

### MARCH

- Cover Story: Salary Survey Results (Focus on Sales Agronomists and Applicator Operators)
- Shift Your Service Strategy to Match Opportunity
- Where to Add Margin: Adjuvants

### NOVEMBER

- Cover Story: Latest Trends on Input Purchase Behavior
- Advances in Plant-by-Plant Management
- Fix Underlying Issues How Your Take Tech To the Field

### APRIL

- Cover Story: The Yield Threats To Stay Ahead Of
- Where to Add Margin: Foliar Fertilizers
- Facility Investment Exemplifies A Business's Vision

### DECEMBER

- Cover Story: Business Innovation Award
- Young leaders, 40 Under 40
- The Ag Retailer's Role in Carbon Opportunities



# SCOO THE OP

## PRINT PRODUCTION SCHEDULE

|                                    | JANUARY | FEBRUARY | MARCH | APRIL | AUG/SEPT | OCTOBER | NOVEMBER | DECEMBER |
|------------------------------------|---------|----------|-------|-------|----------|---------|----------|----------|
| <b>Ad Close</b>                    | 12/18   | 1/8      | 2/14  | 3/18  | 7/8      | 8/27    | 9/27     | 10/28    |
| <b>Ad Material Due</b>             | 12/27   | 1/15     | 2/21  | 3/25  | 7/15     | 9/3     | 10/4     | 11/4     |
| <b>Ad Material Extension</b>       | 1/3     | 1/22     | 2/28  | 4/1   | 7/22     | 9/10    | 10/11    | 11/11    |
| <b>Supplied Inserts Due to LSC</b> | 1/9     | 1/30     | 3/7   | 4/9   | 7/30     | 9/18    | 10/21    | 11/19    |
| <b>Mail Date</b>                   | 1/17    | 2/7      | 3/15  | 4/17  | 8/7      | 9/26    | 10/29    | 11/27    |

\*Tentative content and publishing schedule subject to change.



# SCOO THE OP

## 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.*





# 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.



**WELCOME TO A NEW EXPERIENCE**

**Did You Know?**

**6.4**  
This pH level keeps microbes numerous and alive.

**65°C**  
At this nighttime soil temp, the microbial population explodes and starts to decompose carbon.

**WHAT A DAY: Spilled the Beans**

**GoldenHarvest GOLD SERIES**

**SEED SELECTION = PROFIT ENHANCEMENT**

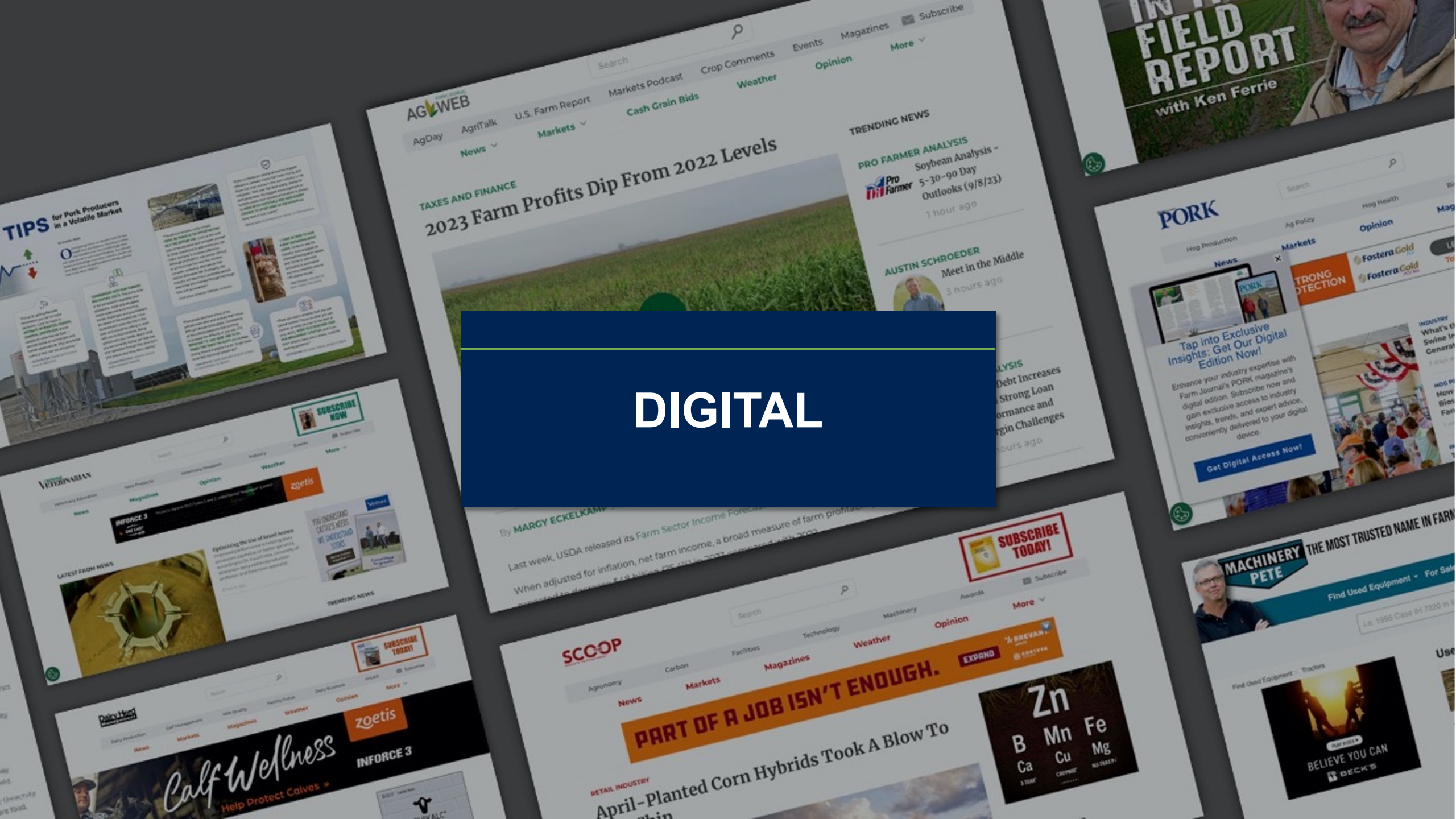
**DAY 1 EMERGENCE MATTERS**

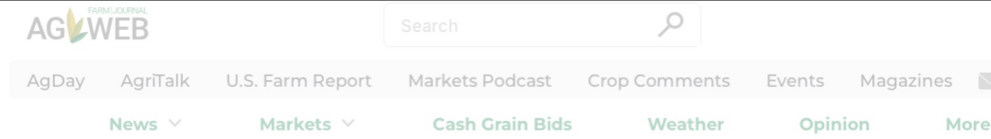
**ONE OF THE MOST COSTLY PROBLEMS YOU CAN HAVE IS UNEVEN EMERGENCE.**

Days after first planting date: 15%, 75%, 90%



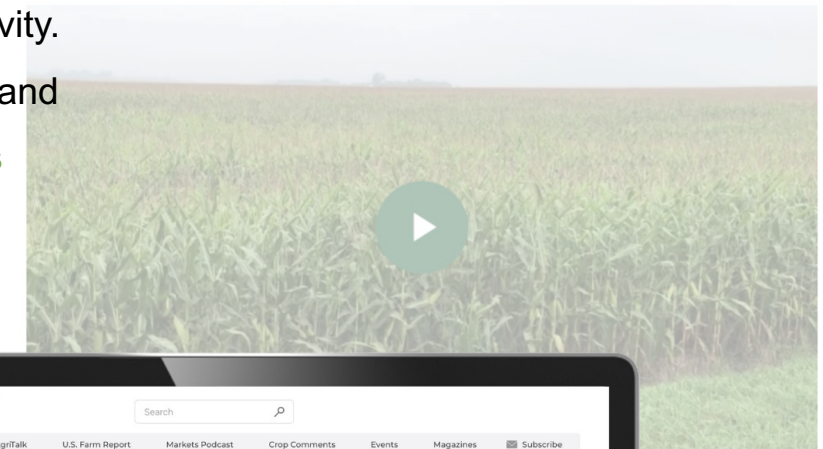
DIGITAL





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 ANALYSIS

Soybean Outlook 5-30-9 1 hour

AUSTIN SCHROEDER

Meet in 3 hours

PRO FARMER ANALYSIS

Farm D Amid S Perform Margin 5 h

CORN

Potenti Change Explod Condi 5 hours

USED MACHINERY

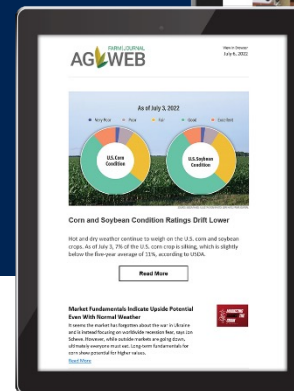
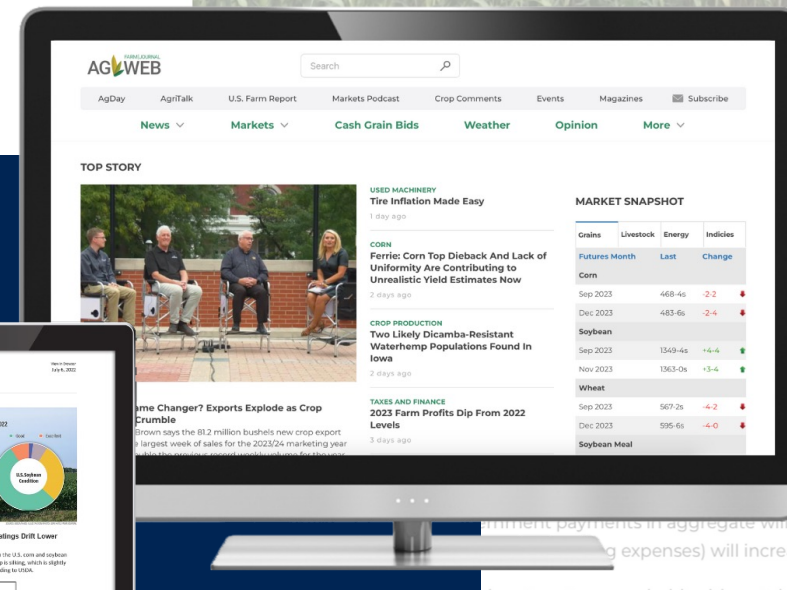
Grain C Love T 6 hours

AGWEB:

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

Average Monthly Users: **444,628**

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



...profitability, is  
...ear decline:  
...ing payments in aggregate will be 19% lower. And  
...g 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**  
~ 99,000 followers



**Twitter**  
> 135,000 followers



**Mobile Audience**  
36,000 row crop farmer subscribers



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






# SCOOPTHE


The ag retailers and consultants you need to reach engage with our highly targeted editorial content through a **DAILY eNEWSLETTER** and **WEBSITE**.



**21,013**  
Total Qualified Circulation



**29,390**  
eNewsletter Subscribers



**50,625**  
Average Monthly Pageviews



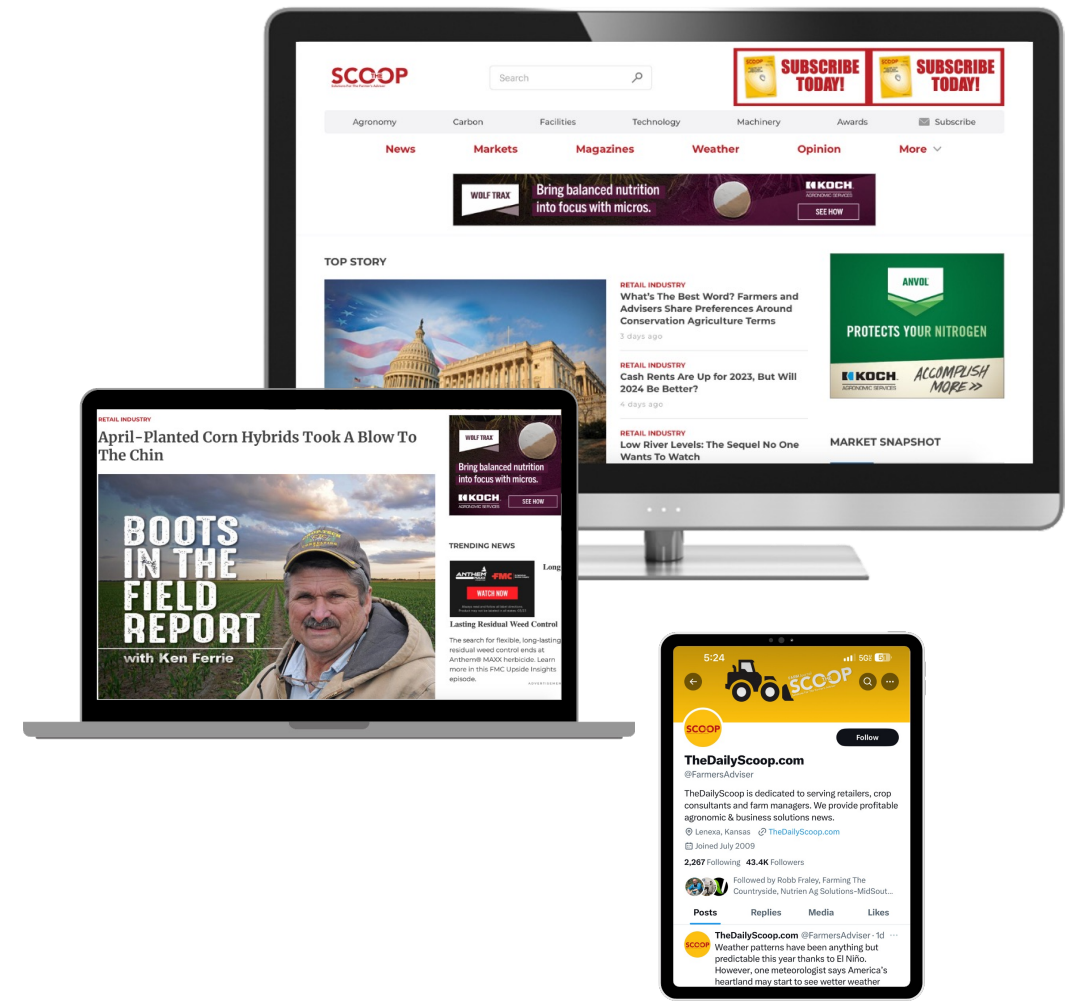
**21,142**  
Average Monthly Users



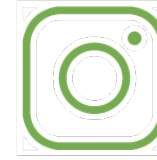
**4,500**  
Facebook Followers



**>43,000**  
Twitter Followers



# 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.

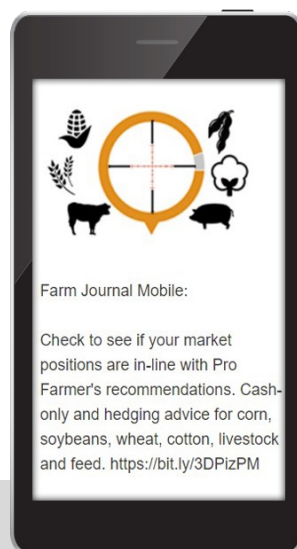


|                  |        |        |       |        |        |        |         |        |       |
|------------------|--------|--------|-------|--------|--------|--------|---------|--------|-------|
| <b>Facebook</b>  | 40,000 | 59,000 |       | 4,500  | 35,000 | 72,000 | 196,000 | 3,800  | 3,100 |
| <b>Twitter</b>   | 38,800 | 97,600 | 5,012 | 43,400 | 13,400 | 17,500 | 48,300  | 16,400 |       |
| <b>Instagram</b> | 2,739  | 5,282  |       |        | 1,429  | 258    | 67,000  |        |       |
| <b>LinkedIn</b>  |        | 25,333 | 386   |        |        |        | 1,244   |        |       |



# 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.



**36,000 SUBSCRIBERS**

in the mobile database for crops

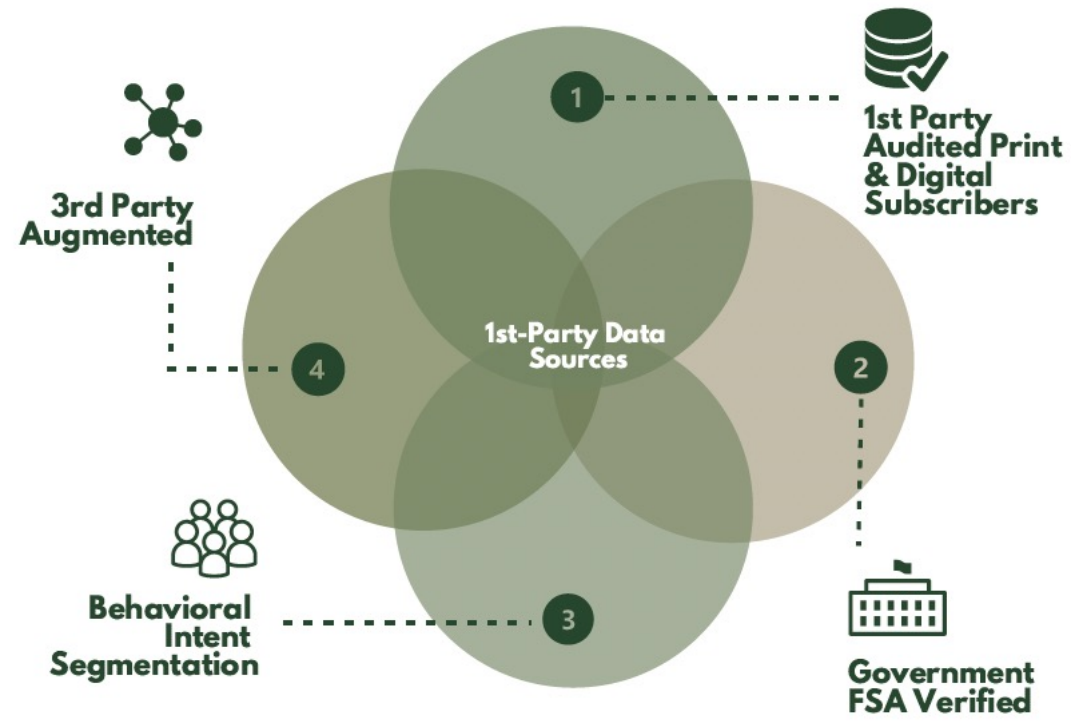


# PRECISION REACH™

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: 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



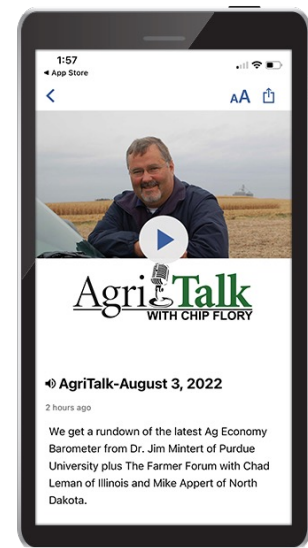
Host: Chip Flory



**AgriTalk 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:**

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



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.



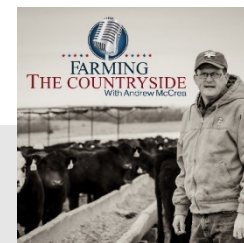
5,000+ Monthly Downloads

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.



# 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

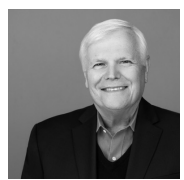
Find out more about how we help you connect with the audience that's most crucial to your company's success.



**Tyler Smith**  
Vice President of Sales, Crops Division  
(405) 612-8678  
[tsmith@farmjournal.com](mailto:tsmith@farmjournal.com)



**Dustin Johansen**  
Vice President of Sales, Livestock Division  
[djohansen@farmjournal.com](mailto:djohansen@farmjournal.com)



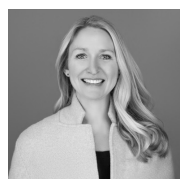
**Don Davis**  
(630) 272-4343  
[ddavis@farmjournal.com](mailto:ddavis@farmjournal.com)



**Peter Rupert**  
[Peter.Rupert@bock-assoc.com](mailto:Peter.Rupert@bock-assoc.com)



**Pegeen Prichard**  
(847) 318-7096  
[pprichard@farmjournal.com](mailto:pprichard@farmjournal.com)



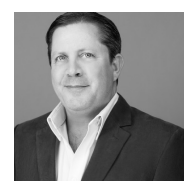
**Katie Eggers**  
(612) 810-1447  
[keggers@farmjournal.com](mailto:keggers@farmjournal.com)



**Susan Hunyor**  
[shunyor@farmjournal.com](mailto:shunyor@farmjournal.com)



**Leah Mindemann**  
[Leah.Mindemann@bock-assoc.com](mailto:Leah.Mindemann@bock-assoc.com)



**Chris Larsen**  
(913) 901-6821  
[clarsen@farmjournal.com](mailto:clarsen@farmjournal.com)



**Nicole Starr**  
[nstarr@farmjournal.com](mailto:nstarr@farmjournal.com)



**Alix Manthei**  
(701) 928-0824  
[amanthei@farmjournal.com](mailto:amanthei@farmjournal.com)



**Annie McCullough**  
[amccullough@farmjournal.com](mailto:amccullough@farmjournal.com)



**Eric Welsh**  
(608) 774-3314  
[ewelsh@farmjournal.com](mailto:ewelsh@farmjournal.com)