

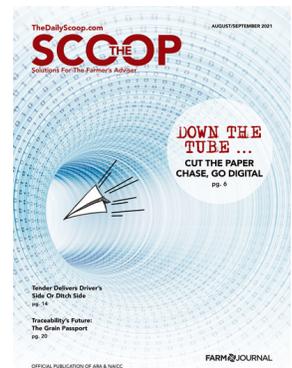
2022 MEDIA KIT



SCOOP

THE

Solutions For The Farmer's Adviser



“The Scoop has the connections and touchpoints to be the most reliable news source serving ag retail. We are the only media outlet providing a daily eNewsletter to ag retailers”

Our Editorial Mission

The Scoop readers are critical influencers of U.S. producers. The Scoop communication products provide agronomic and business management solutions to retailers/distributors, professional farm managers and crop consultants, resulting in increased production and profitability in the food, fiber and energy marketplace.

Heading into the 2022 crop year, a series of challenges are bringing farmers even closer to their trusted advisers.

Those in ag retail, consulting and farm management are helping farmers navigate:

- » A spike in fertilizer prices
- » Strained logistics and supplies of crop inputs
- » A lack of key components such as computer chips for precision ag and machinery
- » Changing and evolving business models
- » And more

With our multimedia coverage, we aim to help these trusted advisers keep up-to-date with the product announcements, regulatory updates and need-to-know industry news. When we give our audience The Scoop, we are sharing the solutions they are seeking for their business.

The Scoop has the connections and touchpoints to be the most reliable new source serving ag retail. We are the only media outlet providing a daily eNewsletter to ag retailers. We have the leading news podcast focused on ag retail. And The Scoop has an impressive social media footprint.

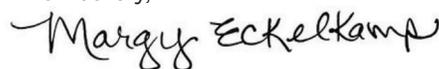
Every issue of the magazine includes content on the topics that matter to ag retailers: agronomy products, technology, facilities, machinery and business management.

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 it all.

For those who move fertilizer with wheel loaders, fill the seed treater for just-in-time application, wirelessly transfer prescription files and make agronomic recommendations, we are their resource for timely information to enable them to elevate their professionalism with The Scoop.

Cut through the clutter. Deliver results. That's the role of the ag retailer as a trusted adviser to farmers – and that's our mission at The Scoop for our marketing partners.

Sincerely,



Margy Eckelkamp
The Scoop Editor



Margy Eckelkamp Editor

Margy Eckelkamp is a multimedia journalist providing the agricultural industry with leading service journalism. As editor of The Scoop, Margy provides editorial guidance and organization for the publication. She also continues to be part of the team that aligns Machinery Pete with farm equipment dealers to build the fastest-growing farm equipment website, and she further reinforces Machinery Pete, as the most trusted name in farm equipment. Before her current position, Margy was the machinery editor and test plot director for Farm Journal. She helped launch the Corn College series of events and also provided agronomic content for Corn College TV.

Contact Margy: meckelkamp@farmjournal.com



Rhonda Brooks Contributing Editor

Rhonda Brooks leverages nearly 30 years of experience working in the agricultural industry. Rhonda joined Farm Journal in 2016. Prior to that, she worked in marketing communications with a number of multi-national agribusiness firms and freelanced for several national and state-specific farm publications. An agricultural journalism graduate of the University of Missouri-Columbia, Rhonda has won more than a dozen communications awards throughout her career. Rhonda is a native of southwest Missouri, where she grew up on a diversified grain and livestock farm.

Contact Rhonda: rbrooks@farmjournal.com



Chris Bennett Technology & Issues Editor

Chris Bennett, an editor with Farm Journal magazine and AgWeb.com, has written on a variety of agriculture topics for more than a decade. He is drawn to stories involving issues of importance to farmers, unique individuals, innovation or anything down an odd trail. He lives in Mississippi and loves squirrel hunting, walking Delta fields for hours on end, getting perpetually lost on the Tombigbee River and most of all, spending time with his family.

Contact Chris: cbennett@farmjournal.com



Sara Schafer Contributing Editor

Sara Schafer, editor of Top Producer magazine, grew up on a family farm where they raised hogs and cattle, along with soybeans, corn, wheat, milo and hay. Since joining Farm Journal in 2008, she has covered a broad range of topics pivotal to the success of U.S. farmers. In addition to being an award-winning journalist, she has played several key roles with the transformative relaunch of AgWeb.com, spearheaded the Farm Journal Legacy Project expansion and greatly increased the flow of succession planning information to farmers. Sara graduated from the University of Missouri-Columbia with a degree in agricultural journalism and a minor in agricultural economics. Sara and her husband reside in Columbia, Mo.

Contact Sara: sschafer@farmjournal.com



Chip Flory Contributing Editor

Chip joined Pro Farmer as a floor reporter for Futures World News in January 1988 after graduating from Iowa State University with a degree in ag journalism. He spent three years reporting from the floors of the Chicago Board of Trade and the Chicago Mercantile Exchange as bureau chief for FWN. Chip moved to Pro Farmer headquarters in 1991 where he started as electronic services editor. With Pro Farmer, he served as senior market analyst, general manager, editor of the company's flagship newsletter for 17 years, editorial director and is now editor emeritus for Pro Farmer. Chip is the host of Farm Journal's issues-driven "AgriTalk" and markets-driven "AgriTalk After the Bell." Chip is also the Farm Journal economist, providing market insights for readers in each issue of Farm Journal.

Contact Chip: cflory@farmjournal.com



Clinton Griffiths Contributing Editor

Clinton serves as the 12th editor of Farm Journal and the face of AgWeb while continuing to serve as the host of "AgDay Television". He comes to Farm Journal with lifelong connections in agriculture, growing up on his family's ranch in Deming, N.M. He grew up showing cattle and was actively involved in FFA and 4-H. His time in the show ring helped pay his way to Oklahoma State University, where he earned a degree in ag communications.

Contact Clinton: cgriffiths@farmjournal.com



Taylor Leach Contributing Editor

Working as a digital content producer and e-media analyst for MILKBusiness.com and DairyHerd.com, Taylor graduated from Oklahoma State University, where she received her bachelor's degrees in animal science and agricultural communications. Taylor also helps oversee her family's registered Holstein and Jersey operation, Lin-Crest Farm, in her hometown of Linwood, Kansas, and currently lives in Hustisford, Wisconsin, where she is the assistant calf manager at Hildebrandt Family Farms and marketing coordinator for Prairie Pure Cheese, LLC.

Contact Taylor: [tleach@farmjournal.com](mailto:tlead@farmjournal.com)



Tyne Morgan Contributing Editor

Tyne Morgan is doing what she calls her "dream job." She's a Missouri girl who has generations of agriculture rooted in her blood. Born and raised in Lexington, Mo., FFA was a big part of her high school career. After spending numerous hours on the road as "AgDay" and "U.S. Farm Report" national reporter, in 2014, Tyne was named the first female host of "U.S. Farm Report". She's only the fourth host of the show, following Orion Samuelson, Max Armstrong and John Phipps.

Contact Tyne: tmorgan@farmjournal.com

The Scoop Total Circulation 20,023*

The Scoop delivers business solutions, or what we call "the scoop," to agriculture retailers/distributors, crop consultants and professional farm managers. We arm our audience with information they need to help farmers make strategic decisions because we recognize the role of retailers as trusted advisers. Their influence is more important than ever. And when it comes down to decision time, farmers turn to their trusted advisers for direction. Bottom line: we're a reflection of how the ag world consumes information, so it's no surprise an impressive 89% of The Scoop subscribers serve a vital function in helping growers make business decisions.

The Scoop delivers a print magazine to more than 20,000 subscribers while offering a daily eNewsletter that reaches more than 25,000 critical grower influencers and large equipment/service purchasers.

We are proud to be the official magazine of the Agricultural Retailers Association and National Alliance of Independent Crop Consultants and serve members of the American Society of Farm Managers and Rural Appraisers.

The Scoop is part of Farm Journal's powerful platform for increasing the ability for companies to drive their business goals at both the farm and retail levels in one integrated approach and literally, move the market.

Source: *AAM June 2020 Publisher's Statement, subject to audit

Reaching the farmer's trusted adviser

The Scoop serves 7,000 top retail locations in the U.S., reaching multiple levels of the business.



The Scoop proudly serves:



- Retailers/dealers and distributors of crop inputs
- Independent crop consultants
- Professional farm managers
- Custom applicators
- Fertilizer, pesticide, seed and equipment manufacturers
- Extension services
- Academic/research

Official Publication of



AGRICULTURAL
RETAILERS
ASSOCIATION



American Society
of Farm Managers
& Rural Appraisers
THE MOST TRUSTED RURAL
PROPERTY PROFESSIONALS

TheDailyScoop.com

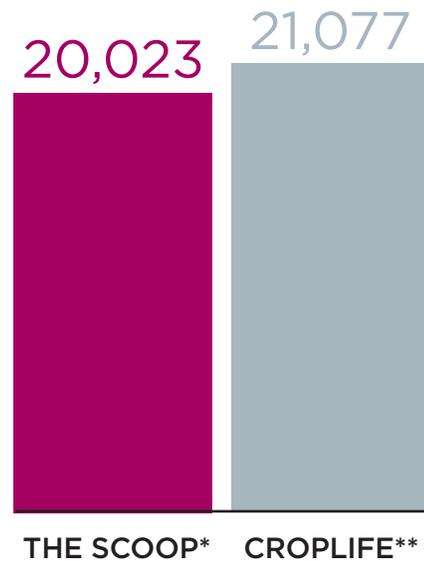
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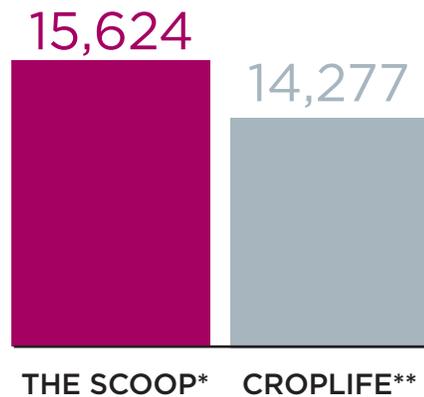
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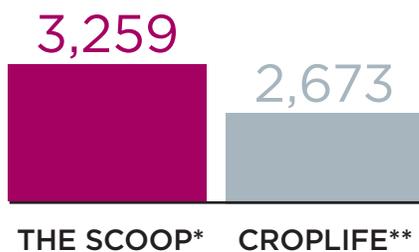
Total Circulation



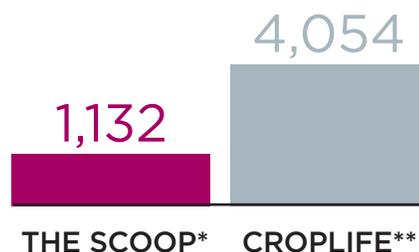
Retailer Circulation



Crop Consultants, PCAs,
Farm Managers, Extension,
Others Allied to the Field



Manufacturers of
Fertilizers, Pesticides,
Seed & Equipment

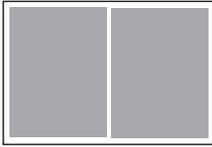


Source:

*AAM June 2021 Publisher's Statement, subject to audit.

** BPA Worldwide June 2020 Publisher's Statement.

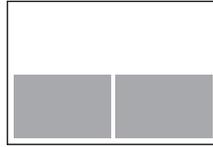
	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*	
JAN	12/20/21	12/27/21	1/18/22	<ul style="list-style-type: none"> Retailer of the Year Feature Spring Fertilizer Outlook Product Feature: Adjuvants 	<p>*Tentative content and publishing schedule subject to change.</p> <p>In every issue:</p> <ul style="list-style-type: none"> 2-page spread on outstanding ag retail facility Q&A with industry leaders Steve Cubagge's Analysis on How Technology Drives Change in Agriculture Mark Faust's Business Strategies Insights to Improve Your Business
FEB	1/20/22	1/27/22	2/18/22	<ul style="list-style-type: none"> New Product of the Year Announced Cybersecurity Threats to Address Now Product Feature: Seed Treaters 	
MAR	2/18/22	2/25/22	3/19/22	<ul style="list-style-type: none"> Smooth the Pathways to Sustainability Why Carbon is the Next Crop Product Feature: Nozzles 	
APR/ MAY	3/21/22	3/28/22	4/19/22	<ul style="list-style-type: none"> Results From Annual Salary Survey The New Standards for Application Product Features: Foliar Fertilizers 	
AUG/ SEP	7/1/22	7/11/22	8/2/22	<ul style="list-style-type: none"> How Does Autonomy Fit Into Your Business Must-Have Facility Features Product Feature: Sprayer Innovations 	
OCT	9/1/22	9/8/22	9/30/22	<ul style="list-style-type: none"> How To Transition to a Service-Based Business Special Section: ARA Conference Guide Product Feature: Dry Micronutrients Readex Ad Study 	
NOV	10/3/22	10/10/22	11/2/22	<ul style="list-style-type: none"> The Top Trends in How Farmers Are Buying Inputs Top 10 New Product Finalists Announced Product Feature: Bulk Fertilizer Equipment 	
DEC	10/28/22	11/4/22	11/30/22	<ul style="list-style-type: none"> Announcement of 40 Under 40 The Missing Piece to Your Technology Puzzle Product Feature: Liquid Fertilizer Blends 	



Spread
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7" x 9.625"
each page



Full Page
(non-bleed)
7" x 9.625"



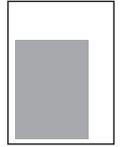
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(non-bleed)
7" x 4.75"
each page



1/2-Page
Vertical
(non-bleed)
3.25" x 9.625"



1/2-Page
Horizontal
(non-bleed)
7" x 4.75"



1/2-Junior Page
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4.375" x 6.625"

Spread
(bleed)
7.75" x 10.375"
each page

Full Page
(bleed)
7.75" x 10.375"

1/2-Page Spread
(bleed)
7.75" x 5.25"
each page

1/2-Page
Vertical
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3.75" x 10.375"

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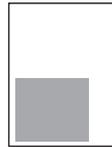
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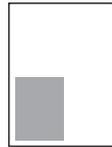
2/3-Page
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4.375" x 9.625"



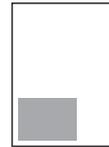
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1/3-Page
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4.375" x 4.875"



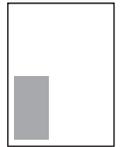
1/4-Page
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1/4-Page
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4.375" x 3.5"



1/6-Page
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1/6-Page
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2.125" x 4.875"

2/3-Page
(bleed)
4.875" x 10.375"

1/3-Page
Vertical
(bleed)
2.625" x 10.375"

1/3-Page
Square
(bleed)
4.875" x 5.375"

Trim Size: 7.5" x 10.125"

*Page is three columns wide, 140 lines deep, 420 lines per page.

**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.

Printing Process: Web Offset

Binding Method: Saddle-stitched

Magazine Trim Size: 7.5" x 10.125"

Preferred Format: PDF/X-1a

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

Photos and Graphics: Please be sure that all images within ads are high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Media Transfer: PDF/X-1a files are preferred. To upload, please send your file to Michelle Bauer, mbauer@farmjournal.com.

Printed inserts should be sent to:

LSC Communications
Attn: Scott Harbison
1600 N. Main St.
Pontiac, IL 61764
Phone: (815) 844-1788

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

Technical Sheets

Customized content with exclusive sponsorship in a 4-page insert with The Scoop branding. Includes your subject and a 1-page ad. Prices starting at \$20,500.

- 4-page insert, designed to be a removable resource
- 3 pages of editorial content, 1 page for brand messaging
- High-impact, 4-color, 60# gloss text stock
- Up to 2,000 extra copies bulk distributed to one location



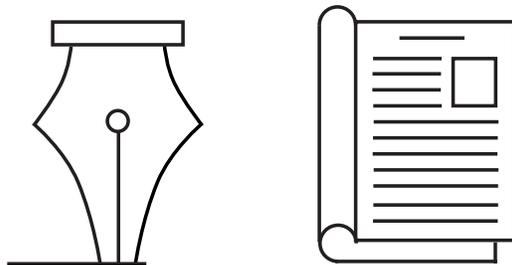
Focus Reports

Customized editorial with an exclusive sponsorship opportunity in an 8-page gatefold insert. Includes 3 pages of your ads. Topics should be relevant industry issues and actionable. Pricing starts at \$32,700.

- 8-page gatefold insert, designed to be a removable resource
- 5 pages of content, 3 pages for brand messaging
- High-impact, 4-color, 80# gloss text stock
- Up to 2,000 copies bulk distributed to one location



Also offered:



Advertorials
Content marketing
Custom publishing

Geo/demo pricing is available upon request.

OTHER FARM JOURNAL PUBLICATIONS

Top Producer

FARM JOURNAL

DRIVERS

Dairy Herd Management

PORK

BOVINE VETERINARIAN

The Packer

pmg

TheDailyScoop.com

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- Brandon Ward, bward@farmjournal.com, (651) 239-4914

Digital Rate Card

2022 Web Advertising*

AD SPACE	SIZE (PIXEL)	FILE SIZE	FILE TYPE	RATE
Leaderboard	728 x 90	150KB	JPG, GIF, HTML5, 3rd-party tags	\$ 55
Medium Rectangle	300 x 250	150KB	JPG, GIF, HTML5, 3rd-party tags	\$ 55
Half Page	300 x 600	200KB	JPG, GIF, HTML5, 3rd-party tags	\$ 55
Smartphone Banner	320x50	50KB	JPG, GIF, PNG	\$ 55
Native Ad	18-word headline; 30 words of body copy	50KB	Copy and URL for text	\$ 55

*Demo and contextual targeting can be added for 25% premium.

2022 High Impact Ad Units

AD SPACE	INITIAL SIZE (PIXEL)	EXPANDED SIZE	FILE SIZE	FILE TYPE	RATE
Super Leaderboard	970x90	970x330	200KB	JPG, GIF	\$ 55
Expanded Marquee	1380x90	1380x600	350KB	JPG, GIF	\$ 55

Other Options

AD SPACE	DESCRIPTION	FILE TYPE**	RATE	NOTE
Audience Extension	Off-site display, mobile, video and native	Varied	\$35-\$75	Targetable by geo/demo
Social	Facebook, Instagram, Snapchat, Twitter and Pinterest	Varied	\$500-\$5,100	Price based on impressions availability and list sizes per media
Road Block	Top two viewable units on TheDailyScoop.com	JPG, GIF, HTML5, 3rd-party tags	\$140	Two per week only. No more than five per month.
Takeover	100% SOV on all display ad units on a page	JPG, GIF, PNG, HTML5	Price varies depending on page	Two per week only. No more than five per month.
Pre-Roll Video	15-second video ad before	MP4 H.264, Vast 2.0	\$100	Based on availability
Outstream Video	Video plays as readers engage with article content	MP4 H.264, Vast 2.0	\$80	:15 videos only

**Farm Journal only accepts HTML5 in 3rd-party tags. This is to ensure functionality and tracking. We will work with clients without 3rd-party tags, but there is a cost of \$500 per creative associated with set up.

The Scoop DAILY

The industry's leading eNewsletter, delivering agronomic and business news and information to the full audience of The Daily Scoop—retailers/distributors, crop consultants, farm managers and other industry professionals.

Delivered Daily | Current List: Approx. 30,000+ | 100% Opt-In Requested

Performance: Average open rates above 22%

AD SPACE	SIZE (PIXELS)	RATE	NOTES
Marquee	970x250 ad unit jpg/gif/png		1 click URL
Module	300x250 ad unit jpg/gif/png	\$500 min. rate	Headline - 50 characters max Body copy - 100 characters max, 1 click URL
Banner Ads	300x250	\$900	
Inline Native Ad (formerly advertorial)	100x100 logo or image	\$800	Headline - 25 characters max Body copy - 75 characters max



The Scoop Week in Review

Summary of the news of the week.

Delivered Saturdays | Current List Size: Approx 30,000+ | 100% Share of Voice

AD SPACE	SIZE (PIXELS)	RATE	NOTES
Marquee	970x250 ad unit jpg/gif/png		1 click URL
Module	300x250 ad unit jpg/gif/png	\$500 min. rate	Headline - 50 characters max Body copy - 100 characters max, 1 click URL
Banner Ads	300x250	\$900	
Inline Native Ad (formerly advertorial)	100x100 logo or image	\$800	Headline - 25 characters max Body copy - 75 characters max

Standard & Custom Webinar Deliverables

Deliverables	Editorial Webinar	Custom Webinar
What is it?	Our editors are expertly positioned to know the current needs and opportunities of the industry.	Our Custom Webinar is designed to get your message out. Let us take care of the details, so you can focus on the message.
Length	45-60 minutes	Suggested 45-60 minutes
Who controls the content?	We choose the topic, control content and secure speakers.	You develop the topic, control the content and choose the speakers. Our editors can be consulted for direction and recommendations on an as needed basis.
Who moderates?	Our editors moderate	You choose the moderator
Presentation and Questions	Pre-recorded	Pre-recorded or live
Hosted Registration Page Pre- and Post-Event	Included	Included
Registrant Reporting	Included	Included
Web Advertising Timing: 2-3 weeks Pre-Webinar Launch*	Display RON on Audience Target Site 25,000 impressions	Display RON on Audience Target Site 25,000 impressions
InLine Native eNewsletter Ads	2 total	2 total
Custom Eblast to Target Audience	10,000 Pre-Webinar	10,000 Pre-Webinar
Web Advertising Timing: 2-3 months post-webinar Launch	Display RON on Audience Target Site 25,000 impressions	Display RON on Audience Target Site 25,000 impressions
InLine Native eNewsletter Ads	2 total	2 total
Custom eBlast to Target Audience	10,000 Post-Webinar	10,000 Post-Webinar
Pricing (Net)	\$10,000 single sponsorship or \$3,000 per shared sponsorship (minimum of 3 sponsors)	\$15,000

*Total pre-event impressions may be adjusted for shorter lead time.

**May run post-event depending on lead time.

Add-on Opportunities:

In addition to the promotions included, you can also add extra advertising.

- Display RON on Farm Journal Sites - Cost/CPM: \$35
- Advertorial in Audience Target eNewsletter - Cost/CPM: \$400
- Tblast to Target Audience - Cost/CPM: \$225
- Eblast to Target Audience - Cost/CPM: \$250

*Any additional items will be an extra cost.

Custom Events

Your event designed with The Scoop. May include your speakers and our speakers. We handle promotion, logistics and details.

Pricing starts at \$30,000.

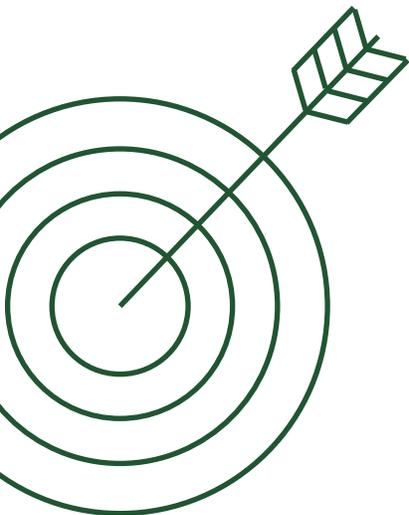
- Event concepting including theme, look and feel
- Event logistics including venue
- Event promotion through the Farm Journal network

Roundtable

Forum for experts and industry leaders to have a discussion on a specific topic. Includes the actual event, moderator, and videotaping.

Pricing starts at \$12,800 for virtual roundtable and \$32,000 for in-person roundtable.

- Event planning and execution
- Optional add-on of promoting through print or digital
- Raw video footage of roundtable event
- Written transcript of roundtable event



Quantitative and Qualitative Studies

Online, phone, mobile or print surveys with or without analysis. Pricing varies based on scope and details of project.

- Research studies are customized to meet your needs
 - Brand survey
 - Benchmark and tracking survey
 - Issue management survey
 - Perception survey
 - Mobile survey
- Methodologies may include:
 - Online survey
 - Print survey
 - Phone survey
 - Focus groups
 - In-depth interviews
 - Secondary research
- Custom reports to communicate results

Database - Precision Marketing

- AgProgrammatic
- Targeted eBlasts
- Targeted text blasts
- Targeted social media
- Data licensing
- Marketplace analytics
- Customer list hygiene
- Demographic appends
- List rental
- Dynamic mapping
- Customer profiles and segmentation
- Data-driven digital campaigns



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Director

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About Farm Journal

Farm Journal is the nation's leading business information and media company serving the agricultural market. Started 145 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences, seminars and tradeshow; nationally broadcasted television and radio programs; a mobile-text-marketing business; and an array of data-driven, paid information products. Farm Journal also is the majority shareholder of the online equipment marketplace, Machinery Pete, LLC. In 2010, Farm Journal established the nonprofit, public charity, Farm Journal Foundation, dedicated to help sustain agriculture's ability to meet the vital needs of a growing population through education and empowerment.