

2022 MEDIA KIT



Top Producer

Challenging Farmers to Think Differently





A Letter from the Editor

Dear Partner,

At Top Producer, we take pride in being the leading business magazine for farmers and ranchers. The 105,000 farm executives who read Top Producer are the “cream of the crop” and are responsible for the bulk of the U.S. farm products sold. They also purchase nearly 80% of all farm inputs, as 90% of our readers farm 1,000 acres or more.

The first issue of Top Producer, which was named Top Operator and found inside Farm Journal, hit mailboxes on the heels of the farm crisis in January 1984. It was our response to an increasing need for more business information in agriculture. In 1985, it became a standalone magazine.

For three decades, Top Producer has featured brave-thinking farmers. Our pages are filled with industry-leading experts who offer real-world insights and advice. With each issue, we inspire our readers to think beyond traditional boundaries. Hence our tagline: Challenging Farmers to Think Differently.

Today's farmers want to meet their peers through our pages and at our events. They want to understand each other's strategies—from marketing to team management to succession planning.

Our competitive advantage is we are a full-circle and authoritative business resource for the leaders of large-scale and diversified operations. Our content is specifically curated for these growth-oriented managers, as consolidation continues for U.S. farm operations. Our numerous touchpoints with our audience ensure our information is forward looking, relevant and tactical. Thank you for your interest in Top Producer. We appreciate your support.

Best,

Sara Schafer,
Editor, Top Producer

Our Editorial Team



Sara Schafer, 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 in Columbia with a degree in agricultural journalism and a minor in agricultural economics. Sara, her husband and their daughter reside in Columbia, Mo.

Contact Sara: sschafer@farmjournal.com



Lori Hays, Art Director

Lori Hays is the art director for Top Producer magazine and has been with the company since 2014. She is also the art director for three other Farm Journal publications. She received a B.A. in art education from the University of Missouri. Lori has a passion for graphic design and also enjoys painting.

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Clinton Griffiths

Greg Henderson

Marge Kulba

Taylor Leach

Tyne Morgan

Jennifer Shike

Our Editorial Mission

Top Producer magazine serves 105,000 large commercial farmers who rely on agriculture for the majority of their income. Our objective is to provide sound business advice and insights that help these producers thrive.



Top Producer Columnists & Experts

Sarah Beth Aubrey's mission is to enhance success and profitability in agriculture by building capacity in people. She strives to foster that potential through one-on-one executive coaching, facilitating peer groups and leading boards through change-based planning initiatives.

Chris Barron is director of operations and president of Carson and Barron Farms Inc. in Rowley, Iowa. As a farmer and financial consultant for Ag View Solutions, Chris has firsthand experience in managing margins and succeeding in any market environment. He shares tactical advice.

Jerry Gulke farms in Illinois and North Dakota and is president of Gulke Group Inc., a market advisory firm based in Chicago. He has more than 30 years of grain and livestock marketing experience. Jerry's focus is to inform, educate and aid producers in the areas of risk management, using futures, options, cash contracts and technical timing.

Paul Neiffer is an agribusiness CPA and business adviser and specializing in income taxation and accounting services specific to the farm community. This includes succession planning issues and opportunities related to taxes and compliance. Paul writes a monthly tax column for Top Producer and blogs at AgWeb.com. He was raised on a dryland wheat and pea farm in Washington state and still enjoys driving the combine during harvest.

Greg Peterson is the most trusted name in farm equipment. Since 1989, he has compiled more than 500,000 auction prices, which he updates on his website, MachineryPete.com. Greg shares trends and advice farmers need to know in the many segments of the machinery market.

John Phipps is the on-farm "U.S. Farm Report" commentator. We like to call John the conscience of Top Producer. This farmer from Chrisman, Ill., explores trends and issues facing farmers. In addition to farming and writing, John often speaks to farm and business groups and is involved in many community activities on the local, state and national levels.



Sarah Beth
Aubrey



Chris
Barron



Jerry
Gulke



Paul
Neiffer



Greg
Peterson



John
Phipps



Circulation Overview

Top Producer Total Circulation

105,058

Top Producer is devoted entirely to the business of production agriculture and is distributed nine times a year to more than 105,000 subscribers. Top Producer provides advertisers with additional reach and frequency to farming's most important audience. Qualifications to receive Top Producer are limited to commercial farms with 1000+ acres of corn or soybeans or 1,000+ acres of other key commodity crops. These subscribers represent less than 15% of U.S. farms but control 60% of all U.S. farm acres.

The focus on long-term business success is reflected editorially in articles profiling thought-leading producers and marketing experts, making Top Producer the authoritative business resource for large farm operators. A testament to Top Producer's affinity with large producers is the Top Producer Summit, which attracts 650+ of its subscribers to an intense three-day mini-business school.

Like Farm Journal, Top Producer was recognized as the best-read publication in its field in the NAFB's "2008 National Producer Media-Use Wave Study" and is repeatedly recognized for its editorial excellence, including capturing a runner-up award for the Grand Neal from ABM.

Published Since 1984

- Targets the nation's largest corn and soybean producers
- Editorial focuses on:
 - Farm management
 - Grain marketing and crop insurance
 - Human resources
 - Business technology
 - Key and current issues
 - In-depth profiles of the country's best producers
- 75% staff-written
- Top Producer leads the field in editorial excellence, consistently winning journalism awards
- All stories have multiple sources (not manufacturer-supplied)

The Top Producer Experience

Magazine:

TopProducer-Online.com

Top Producer Weekly eNewsletter

Top Producer Summit

Top Producer Seminar

Executive Women in Agriculture (EWA)

Tomorrow's Top Producer

Farm Journal Legacy Project

Awards:

Top Producer of the Year

Tomorrow's Top Producer Horizon Award

EWA Trailblazer Award

Readers per copy: 2.3 Total readers: 241,600

Readers must have 1,000+ acres of corn or soybeans or 1,000+ acres of wheat, cotton or other grains to qualify for a subscription.

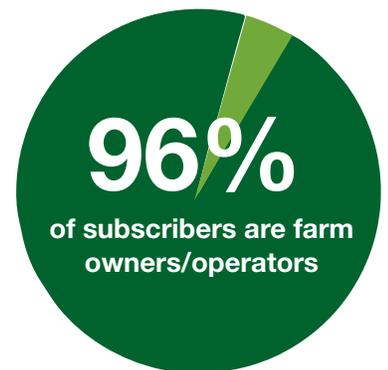
Subscribers

1,000+ acre corn growers: 39,990

1,000+ acre soybean growers: 36,361

1,000+ acre wheat growers: 15,334

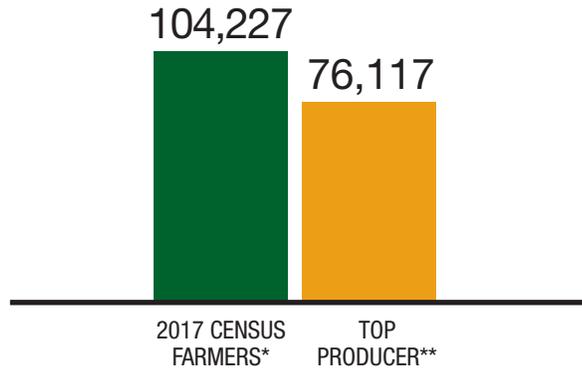
1,000+ acre cotton growers: 2,484





Our Advantage/Competitive Differentiation

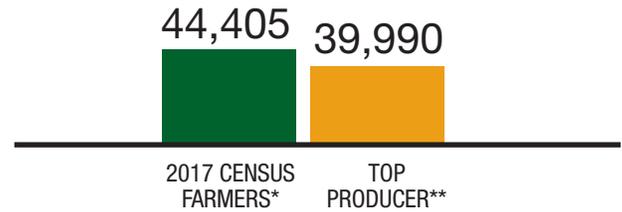
500+ Acres Corn



26% of corn growers account for 62% of corn production*

*Source: 2017 Census of Agriculture – farms x average decision makers per farm
**Source: AAM June 2021, subject to audit

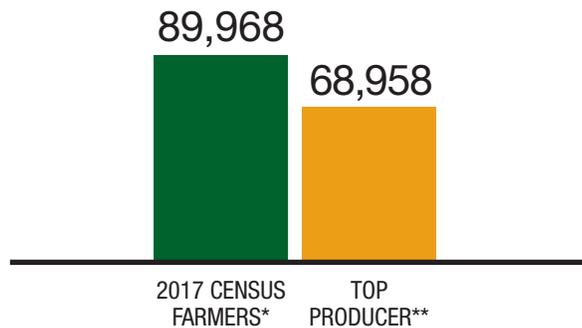
1,000+ Acres Corn



6% of corn growers account for 36% of corn production*

*Source: 2017 Census of Agriculture – farms x average decision makers per farm
**Source: AAM June 2021, subject to audit

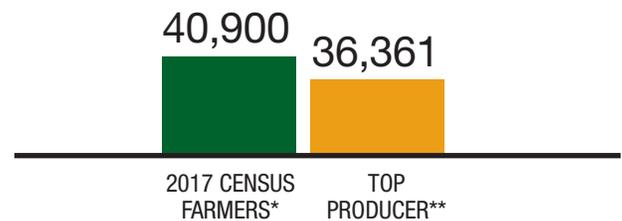
500+ Acres Soybean



24% of soybean growers account for 62% of soybean production*

*Source: 2017 Census of Agriculture – farms x average decision makers per farm
**Source: AAM June 2021, subject to audit

1,000+ Acres Soybean



11% of soybean growers account for 38% of soybean production*

*Source: 2017 Census of Agriculture – farms x average decision makers per farm
**Source: AAM June 2021, subject to audit



Print Editorial Calendar*

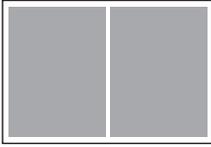
	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*
JAN	12/14/21	12/22/21	1/25/22	<ul style="list-style-type: none"> • Bull-Bear Marketing Outlook from Analysts • Are You Leaving Money on the Table With Your Crop Insurance Strategy?
FEB	1/20/22	1/27/22	3/1/22	<ul style="list-style-type: none"> • The Power of Done: Unexpected Time Management Hacks • How to Factor Inflation Into Your Capital Investment Plan
MAR/ APR	3/17/22	3/24/22	4/26/22	<ul style="list-style-type: none"> • Stress Test Your Predicted 2022 Crop Returns • Top Lessons from the 2022 Top Producer Summit
AUG/ SEPT	7/14/22	7/21/22	8/23/22	<ul style="list-style-type: none"> • Assess the Stability of Your Succession Plan • How to Evaluate Alternative Farmland Leasing Agreements
OCT	9/15/22	9/22/22	10/25/22	<ul style="list-style-type: none"> • Should You Lease or Own Your Equipment? • What Counter-Party Risks Loom for your Farm? • Readex Ad Study
NOV	10/20/22	10/27/22	11/29/22	<ul style="list-style-type: none"> • Budget Basics: A Guide to those Hard-to-Allocate Expenses • How to Help Your Market Advisor Help You
DEC	11/17/22	11/24/22	12/27/22	<ul style="list-style-type: none"> • Smart Business Resolutions for 2023 • A Guide to Management Training Versus Leadership Development

*Tentative content and publishing schedule subject to change.

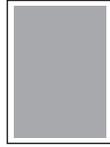


Print Specs

Print Digital Broadcast Events Research



Spread
(non-bleed)
7" x 9.625"
each page



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



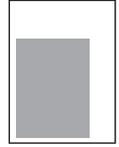
1/2-Page Spread
(non-bleed)
7" x 4.75"
each page



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
(non-bleed)
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
(bleed)
3.75" x 10.375"

1/2-Page
Horizontal
(bleed)
7.75" x 5.25"

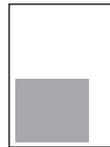
1/2-Junior Page
(bleed)
4.875" x 7.125"



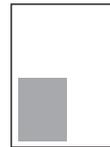
2/3-Page
(non-bleed)
4.375" x 9.625"



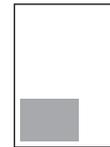
1/3-Page
Vertical
(non-bleed)
2.125" x 9.625"



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



1/4-Page
Vertical
3.25" x 4.75"



1/4-Page
Horizontal
4.375" x 3.5"



1/6-Page
Horizontal
4.5" x 2.125"



1/6-Page
Vertical
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"

**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 and 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.

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

Printed inserts should be sent to:

Top Producer:

LSC Communications
Attn: Rodney Johnson
3201 Lebanon Road
Danville, KY 40422
Phone: (859) 238-2339

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360-Degree Product Integration

Print Digital Broadcast Events Research

TECHNICAL SHEETS

Customized content with exclusive sponsorship in a 4-page insert with Top Producer branding. Includes your subject and a 1-page ad. Pricing starts at \$31,900.

- 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

DAIRY HERD MANAGEMENT HEALTH TECH
Sponsored Editorial - Remove and retain for permanent reference

Get Peak Performance from Your Super Athletes with USA Lysine
By Jean Pipkin

She is a champion. And like an Olympic athlete, Quidley's dairy cow deserves every opportunity you can give her to reach peak performance.

Imagine the demands you place on your cows. The nutrients required for her to maintain location and reproduction also make the picture clearer.

Athlete aims to increase their own adaptive capacity and tolerance to stress. For an athlete to reach optimal performance, nutritional supplements are included in the diet. Managing dairy cows in the mature stages of life. You carefully plan dairy cow diets. And those ration are used to ensure dairy cows receive the nutrients needed to fuel their bodies and maintain health.

Just as an athlete have different stages of training, the dairy cow has multiple stages of lactation. Each requires its own level of nutrition. With the help of modern technology you can ensure each cow receives a perfect balance of protein, fat, fiber, vitamins and minerals to stay healthy. After all, healthy cows are happier cows — and they produce better-quality milk.

The Right Balance Affects the Bottom Line
Feed to see what she needs, when she needs it. While that basic goal might sound a bit simplistic, putting those words into action on a dairy operation can complicate the task. Feed first hand is supplemented with additional ingredients that can be affordably purchased to meet the cow's nutrient requirements.

National Research Council's Lysine and Methionine Recommendations

Weight (kg)	Lysine (g/kg DM)	Methionine (g/kg DM)
200	1.0	0.5
300	1.2	0.6
400	1.4	0.7
500	1.6	0.8
600	1.8	0.9
700	2.0	1.0
800	2.2	1.1
900	2.4	1.2
1000	2.6	1.3

Dairy Herd HEALTH TECH

FOCUS REPORTS

Customized editorial with 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 \$50,700.

- 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 extra copies bulk distributed to one location

Bestowed Osmis

The Disease Paradigm Shift
Producers have more disease management tools, but challenges continue.

Managing disease in the pork industry has always been a moving target, but the way pigs are raised in the U.S. has created a paradigm shift from disease models. Given how current production systems are set up, there are a lot of pig movements across the U.S. The greatly reduced disease management, and with more animals of each age, disease issues can escalate quickly. Issues change and become more challenging, while emerging diseases appear on the horizon. There's no "one solution fits all" due to differences in management, animal flow, facilities and location. But even with those challenges, the pork industry continues to face the disease head-on and to search for new, innovative approaches to disease management.

One view that continues to plague the U.S. swine industry is influenza A virus — swine (IS)5. Veterinarians participating in a recent roundtable discussion shared that the incidence of IS5 has become more prevalent in the farms they work with.

"Over the last 12 to 18 months, virtually every farm that I've worked with has had to deal with some type of a flu issue, whether it be a real case that results in the problem in the nursery, or an exposure problem that results in some issues mortality in the nursery during the starting phase," says Helen Clayton, DVM, with the Ohio Veterinary Clinic in Piquette, OH.

Ruth Apple, DVM, with the Veterinary Medical Center in Williamsburg, Iowa, has had a similar situation. "Over the last 12 months, probably 80% to 90% of our swine herds are affected or have exposure through influenza A virus, so it's very prevalent," he says. "We're definitely much more time we're on quarantine."

He points out that IS5 is used to be an acute infection in the production. He works with, but current (IS)5 is not a normal incident in addition, combination of other factors, such as the virus has made the disease's profile more complicated.

Paul Hales, DVM, with the Swine Vet Center in St. Paul, Minn., says IS5 is part of the "trifecta" along with porcine reproductive and respiratory virus (PRRS) and Mycoplasma hyopneumoniae (MHV).

"If you have those three agents at play together, it can be very expensive," he says. "It's hard to put a value on it because it interacts with the other diseases, and the level of severity depends upon the level of activity of each agent going on at the same time."

Bobby Arnold, DVM, diagnostic pathologist at the Iowa State University Veterinary Diagnostic Laboratory, says PRRS and IS5 are the primary causes of disease in the U.S. that come through the US. They are the "big hitters," she says.

The veterinarian had another of IS5 in the past would need to be spread because of the genetic risk from humans bringing influenza into a farm. Influenza is a zoonotic pathogen that can transfer readily between humans and pigs. There is also risk from pig introduction and feral transmission.

MONITORING DISEASE
The USDA APIS surveillance program is helping swine veterinarians understand influenza and monitor its evolution over time, says Travis Anderson, Ph.D., OIA Fellow Institute for Science and Education research scientist, National Animal Disease Center, Ames, Iowa.

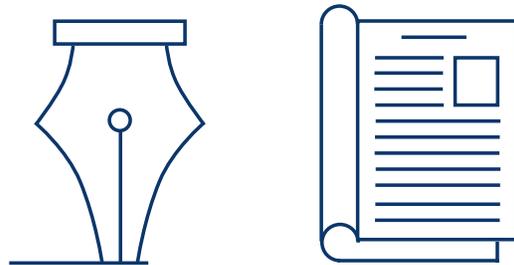
"The main goal of the surveillance system is to monitor swine and emerging influenza A viruses in swine nationally," Anderson says. "We can get the genetic and epidemiological information of these viruses, and that we also have a virus isolates that can be used for further research."

With new surveillance and monitoring tools, along with improved products and a better understanding of viruses as discussed in the following pages, the industry hopes to find solutions to disease challenges more quickly.

— Ruth Apple, DVM, with the Veterinary Medical Center in Williamsburg, Iowa

Geo/demo pricing is available upon request.

ALSO OFFERED



Advertorials
Content marketing
Custom publishing

OTHER FARM JOURNAL PUBLICATIONS



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360-Degree Product Integration

Print Digital Broadcast **Events** Research

CUSTOM EVENTS

Your event designed with Farm Journal. 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, agenda and speakers
- Event promotion through the Farm Journal network

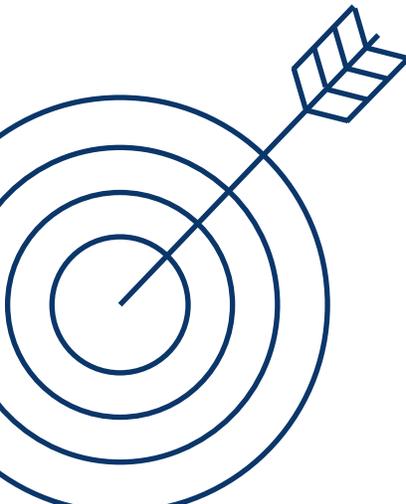
ROUNDTABLE

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

Print Digital Broadcast Events **Research**



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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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 non-profit, 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.