2022 MEDIA KIT

FARM JOURNAL

THE FARMER'S FAVORITE

Updated 8/17/22 2242 M22P

FARM JOURNAL

A Letter from the Editor

Dear Reader,

Following a time of uncertainty, change and new beginnings, 2022 is poised to start a new chapter in agriculture. For Farm Journal, the nation's oldest agricultural magazine, this 145th year will bear witness to a long legacy of providing farmers and their families practical, actionable information about production agriculture, technology and policy. While last year we focused on the pandemic, higher commodity prices and navigating innovation amid a push for climate-smart agriculture, this year "The Farmer's Favorite" will focus on margins, supply-chain management, capturing value from sustainability practices and adapting to endless innovation. As always, that critical information will come wrapped in award-winning design, real world data, impeccable storytelling and digestible, page-turning layouts.

As our team of writers and designers look at the challenges facing America's farmers and farm families in 2021, we know relevant content matters. In the issues ahead, we will be addressing topics, such as:

- **The Farm Journal Test Plots:** For nearly 30 years, Farm Journal has maintained its mission of providing third-party research to help farmers grow more bushels. We partner with Field Agronomists Ken Ferrie and Missy Bauer, cooperating farmers, and hundreds of test plot partner companies that provide machinery, technology, seed, chemicals and other products or services.

- **Technology's increasing role in farming:** From equipment to new agronomic innovations, technology is changing the way farming is done today. Throughout the year, Farm Journal will cover topics such as the latest techniques in precision ag, the rise of on farm robotics, new agronomic yields boosters, using benchmarking data to compare prices and performance in the field, and the collision between conservation and technology as a path toward maximizing margins across all production systems.

- **The impact of policy:** As investments and focus shifts toward climate-smart agriculture, farmers will find that it's not just what they produce, but how it's produced, that has value. This year, Farm Journal editors are keeping a close eye on new incentive programs, research, benchmarks and demand for the next generation of farming practices. Taking those practices from the lab to the field will require new techniques, products and partners. Farm Journal will be there to ask questions, support and reveal those best practices along the entire journey.

Agriculture is an industry of resilience. 2021 brought stress and unprecedented challenges, but the nation's farmers met those difficulties head on. 2022 stands to be a fresh beginning for profits, for sustainability, for technological advancements and Farm Journal cherishes its legacy as "The Farmer's Favorite" in addressing these issues—just as it has for the past 144 years. We look forward to working with you in the process.

Sincerely, Clinton Griffiths

Our Editorial Team

Clinton Griffiths, Editor

In his role, Clinton serves as the 12th editor of Farm Journal and the face of AgWeb while continuing to serve as the host of "AgDay" TV. 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

Sara Schafer, Content Manager

Sara Schafer grew up on her family's 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.

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Our Editorial Mission
Farm Journal, the only truly national U.S. farm magazine, is a prime source of practical information on crops and livestock for farm families. Published 13 times a year, the magazine emphasizes agricultural production, technology and policy. As the flagship of Farm Journal, Farm Journal magazine has a rich history spanning 145 years of service to U.S. agriculture, quality journalism and innovations in circulation technology. Farm Journal was first published in March 1877 for farmers in the bountiful agricultural regions within a day's ride of the publication's office in Philadelphia.

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Our Editorial Team

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 11 years. 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*

Lori Hays, Art Director

Lori Hays is the art director for Farm Journal magazine. She is also the art director for two 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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Contributing Editors

Marge Kulba

Taylor Leach

Darrell Smith

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Our Editorial Team

MOST RECOGNIZED, MOST TRUSTED

Dan Anderson
An experienced farm mechanic by day and writer by night, Dan's practical shop tips, tricks and fixes are tested and true.

John Dillard
No stranger to dirty boots, John, an attorney with OFW Law, focuses his practice on agricultural and environmental litigation.

John Phipps
A witty columnist, award-winning TV commentator, crowd-pleasing speaker and Illinois farmer, John inspires audiences across the U.S.

Missy Bauer
Nearly two decades of experience fuels Missy's passion for agronomy and helping farmers improve yields and profitability.

Ken Ferrie
More than 30 years of dirty-boots agronomy experience underpins Ken's full-circle knowledge of crop production and technology.

Greg Peterson
Known across the country as Machinery Pete, Greg is the most trusted source for used farm equipment information and analysis.

Chip Flory
As Farm Journal economist and host of the "AgriTalk" radio programs, Chip helps farmers seize market opportunities.

Peter Martin
As a consultant with K-Coe Isom, Peter helps businesses identify opportunities, source capital and manage expansion challenges.

Ryan Bristle
In addition to being a farmer, Ryan works for Russell Consulting Group, providing business and financial advice to farmers.

Steve Cubbage
As a precision ag consultant, Steve helps farmers implement, manage and bridge the gap between hardware and data.

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Meet Farm Journal's Experts

MOST RECOGNIZED, MOST TRUSTED

Andrew McCrea
Drawing upon his travels and roles as a radio broadcaster, speaker and farmer, Andrew shares stories from the countryside.

Dick Wittman
Weaving together his financial management knowledge with his farm experience, Dick helps farmers tackle succession planning.

Paul Neiffer
A popular blogger and practical CPA who understands farming inside out, Paul helps farmers handle tax and business planning.

Carolyn Rodenberg
A deep understanding of human behavior and farm businesses helps Carolyn work with families to dissolve conflict and work as a team.

Rena Striegel
As a business coach, Rena works with families on strategic planning, business succession and leadership development.

Polly Dobbs
A no-nonsense Indiana attorney, Polly helps farmers navigate the legal aspects of estate wealth transfer and succession planning.

Danny Klinfelter
A well-known Texas A&M University Extension economist, Danny specializes in agricultural finance and management development.

Andrew McCea

Rena Striegel

Dick Wittman

Polly Dobbs

Paul Neiffer

Danny Klinfelter

Carolyn Rodenberg

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Circulation Overview

Farm Journal Total Circulation

335,031

Farm Journal focuses on agricultural production, technology and policy with much of the technical advice derived directly from Farm Journal's own test plots program, which spans years as well as thousands of farm acres. The Farm Journal Test Plots are supervised by Farm Journal Field Agronomist Ken Ferrie, who is one of only a few independent agronomists in the U.S.

Farm Journal is distributed 14 times a year to 335,031 subscribers who are primarily owner/operators and farm managers on commercial farms. In fact, according to the most recent ABC and BPA publisher statements, Farm Journal magazine is circulated to more owner/operators and farm managers than any other publication.

With a rich history of service journalism that spans 145 years, Farm Journal continues to be recognized as the leader in its field. The magazine was recognized in NAFB's "2008 National Producer Media-Use Wave Study" as the best-read publication by commercial producers, was named in 2009 by "min online" as one of the top 14 "most engaged" media brands and is the only agricultural publication to have won two coveted Grand Neal Awards, one for editorial excellence in 2005 and for the Farm Journal Legacy Project in 2011.

Readers per copy: 2.3
Total readers: 770,571

Readers must have 100+ acres of corn, soybeans, wheat, cotton or other grains to qualify for a subscription.

Subscribers

Corn growers: 265K+
Soybean growers: 235K+
Wheat growers: 175K+
Hay/alfalfa growers: 150K+
Cotton growers: 13,331

Thinking "Farmers First" Since 1877

- Achieving readership and leadership through passionate service journalism and ag advocacy
- Being cutting edge and forward looking, anticipating what farmers will need to know

Credibility with Producers

- Neal Award winner
- Dirty boots and rural roots
- Our editors' offices are their farms
- More full-time editors and staff experts

A History of Innovation

- First in selectronic custom publishing
- Oldest database—100 datapoints
- Only publisher to manage our own test plots

No. 1 in Market Value

- Consistently No. 1 in readership
- 96% owner/operator focused
- Audits on 500+ and 1,000-acre growers
- $955,000 average gross farm income
- Cover-to-cover reader engagement

88% Staff Written
54% Multimedia Features
7% Company Supplied
5% Freelance
24% Production
19% Machinery
10% Technology
10% Rural Life
6% Policy

96%
of subscribers are farm owners/operators

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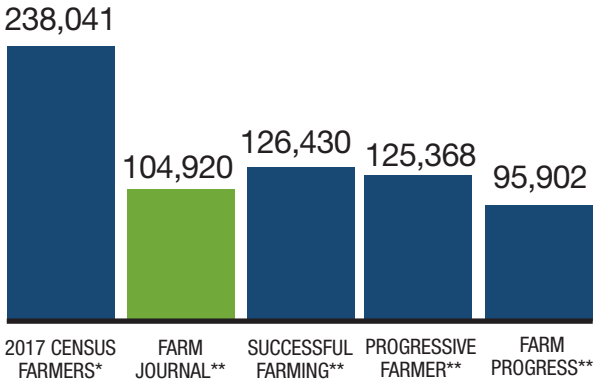
Our Advantage/Competitive Differentiation

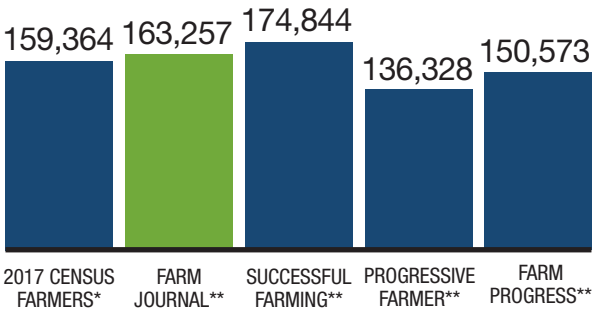
Crop Production
1-249 Acres Corn



60% **of corn growers account for 19% of corn production***

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

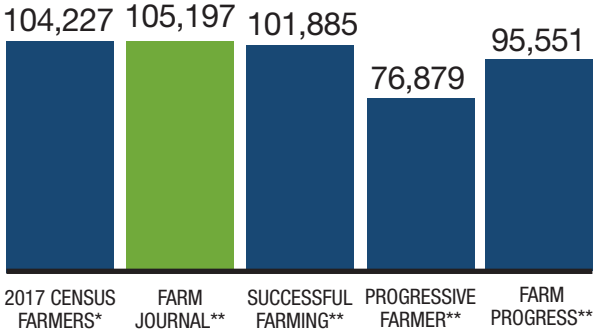
Crop Production
250+ Acres Corn



40% **of corn growers account for 81% of corn production***

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

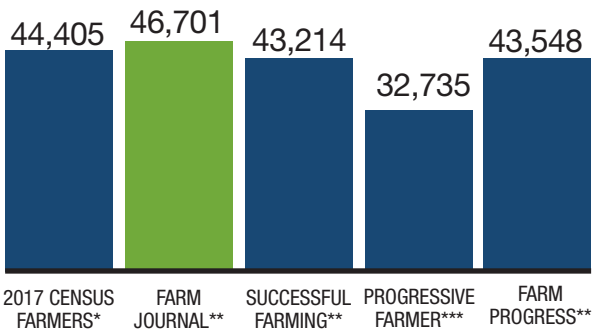
Crop Production
500+ Acres Corn



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 Publisher's Statement, subject to audit

Crop Production
1,000+ Acres Corn



11% **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 Publisher's Statement, subject to audit
***Source: Farm Journal estimate, Progressive Farmer does not submit data for audit.

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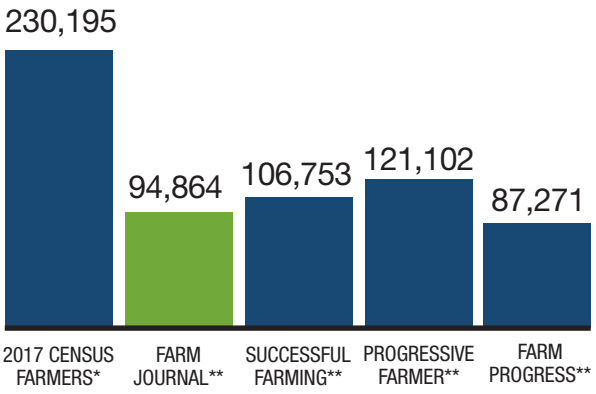
Our Advantage/Competitive Differentiation

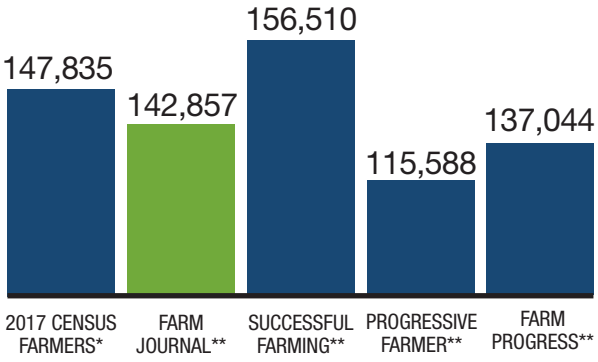
Crop Production
1-249 Acres Soybean



61% **of soybean growers account for 19% of soybean production***

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

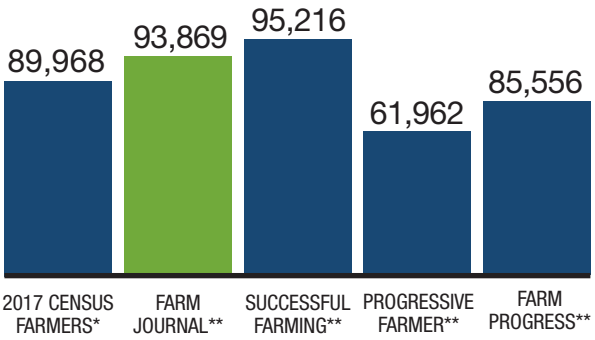
Crop Production
250+ Acres Soybean



39% **of soybean growers account for 81% of soybean production***

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

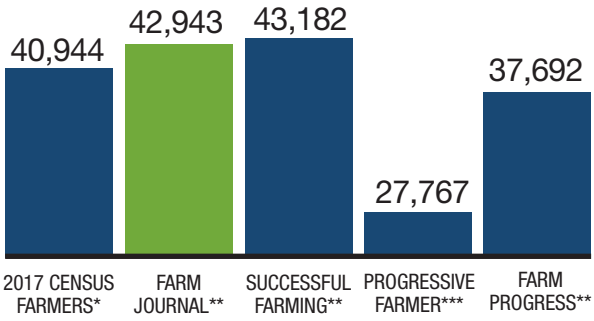
Crop Production
500+ Acres Soybean



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 2020 Publisher's Statement, subject to audit

Crop Production
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 2020 Publisher's Statement, subject to audit
***Source: Farm Journal estimate, Progressive Farmer does not submit data for audit.

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Print Editorial Calendar*

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT
JAN	12/9/21	12/16/21	1/19/22	• Water: Abundantly Scarce • Real-World Cover-Cropping Experiences • First Time Equipment Fixes Are Expensive • Protected: Ransomware and Cybersecurity
FEB	12/21/21	12/28/21	2/2/22	• Beans After Beans: Lessons From the Field • Navigating Nutrient Regulation • Are You Planning To Be Replaced? • Defining Climate Smart Agriculture
MID-FEB	1/21/22	1/28/22	3/7/22	• Finding the Right Farm Management Software • Preparing for the Future • Your Nutrient Plan: Build Versus Maintain • Outfit a Truck Bed Toolbox
MAR	2/11/22	2/18/22	3/24/22	• A Fertilizer-Free Future • Maximizing the Environment for High-Yield Soybeans • Find an Alternative Lender • Tractor Tire Tells
APR	3/4/22	3/11/22	4/18/22	• Real-World Experiences with High-Yield Soybeans • How to Structure a Multi-Year Sale • When a Rescue Nitrogen Application Pays • Biostimulant Roundup
MAY/JUN	4/22/22	4/29/22	6/7/22	• Is It Time for an Investor? • How to Stay Disciplined in Volatile Markets • Social Media Mechanic Beware • Scouting by Drone
JUL/AUG	6/24/22	7/1/22	8/4/22	• Small Investments To Boost Wheat Yields 10% • Grain Truck Refresh • Secrets of Soil Testing • Tips for Tile Line Repair

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SEP	7/19/22	7/26/22	8/31/22	• Seed & Weed Guide
OCT	8/19/22	8/26/22	9/30/22	• Ace the Crop-Stress Test, Part I • Cool Combine Upgrades for Harvest • 4 Strategies To Get Your Succession Plan Moving • Priority No. 1: Evict Winter Weeds • **Readex Ad Study**
MID-OCT	9/2/22	9/9/22	10/14/22	• Cover Crops: Stand Establishment • Three Crops Per Year: The Future of Brazilian Corn Production • Fighting Machinery Fires • Lease Versus Own
NOV	9/16/22	9/23/22	11/1/22	• Machinery Buying Guide • Ace the Crop-Stress Test, Part II • Aggie Engineering: Embarrassed but Proud • Snow Equipment Must Haves
MID-NOV	9/30/22	10/7/22	11/15/22	• Choose the Right Estate Executor • Get Dimed? Why a 10¢ Swing in Corn Prices Matters • (B)innovation — Upgrade Your Bins • ATV Buying Guide
DEC	10/21/22	10/28/22	12/5/22	• Managing the Subsurface Environment: What's Going On Down There? • Beyond "Know Your Costs of Production" • Feed Soil Microbes this Winter • Hauling Cold: Tips for Winter Grain Delivery

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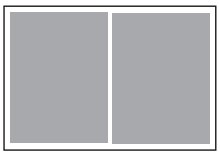
Print Specs



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each page

Spread
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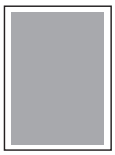
each page
16" x 10.75" total



Full Page
(non-bleed)
7.5" x 10"

Full Page
(bleed)
8.125" x 10.75"

1/2-Page Spread
(non-bleed)
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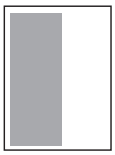
each page

1/2-Page Spread
(bleed)
8.125" x 5.375"
each page
16" x 5.375" total



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1/2-Page
Vertical
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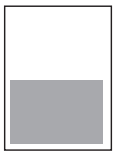
4.125" x 10.75"



1/2-Page
Horizontal
(non-bleed)
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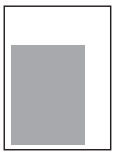
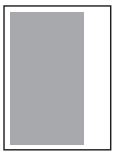
1/2-Page
Horizontal
(bleed)
8.125" x 5.375"



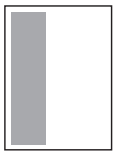
1/2-Page
Island
(non-bleed)
4.625" x 6.75"

1/2-Page
Island
(bleed)
5.125" x 7.0625"



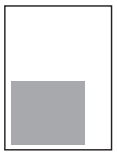
2/3-Page
(non-bleed)
4.625" x 10"

2/3-Page
(bleed)
5.25" x 10.75"



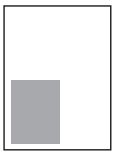
1/3-Page
Vertical
(non-bleed)
2.25" x 10"

1/3-Page
Vertical
(bleed)
2.75" x 10.75"

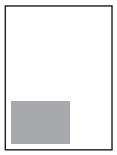


1/3-Page
Square
(non-bleed)
4.625" x 5"

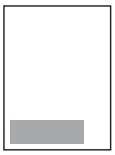
1/3-Page
Square
(bleed)
5.125" x 5.375"



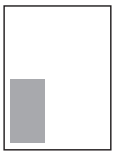
1/4-Page
Vertical
3.5" x 5"



1/4-Page
Horizontal
4.625" x 3.75"



1/6-Page
Horizontal
4.625" x 2.5"



1/6-Page
Vertical
2.25" x 5"

Trim Size: 7.875" x 10.5"
**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: 7.875" x 10.5"

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 Jennifer Kaiser, *jkaiser@farmjournal.com*.

Printed inserts should be sent to:

Farm Journal:
LSC Communications
Attn: Charles Kelly
3201 Lebanon Road
Danville, KY 40422
Phone: (859) 238-2635

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

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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 Farm Journal branding. Includes your subject and 1-page ad. Pricing starts at $57,000.

- 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 Joann Pipkin
The Right Balance Affects the Bottom Line
National Research Council's Lysine and Methionine Recommendations*
Dairy Herd HEALTH TECH

FOCUS REPORTS

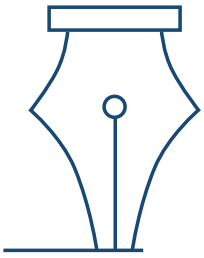
Customized editorial with exclusive sponsorship opportunity in an 8-page gatefold insert. Includes 3 pages of your ads. Topics should be relevant industry issues and actionable. Pricing starts at $92,000.

- 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

SustainABILITY
Big Impact Starts With Small Steps
By Joann Pipkin

Geo/demo pricing is available upon request.

ALSO OFFERED



Advertorials
Content marketing
Custom publishing

OTHER FARM JOURNAL PUBLICATIONS

Top Producer · SCOOP · DROVERS · Dairy Herd · PORK · BOVINE VETERINARIAN · The Packer · pmg

FARM JOURNAL
AgWeb.com

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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

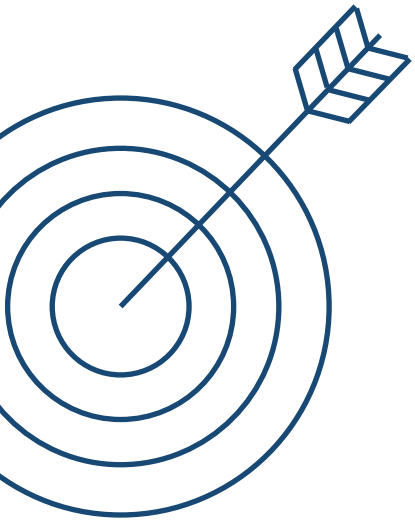
Forum for experts and industry leaders to have a discussion on a specific topic. Includes the actual event, moderator, and videotaping.

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**

FarmReach PRECISION MARKETING



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 tradeshows; 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.