FARM JOURNAL

MARKETING SOLUTIONS KIT

2023

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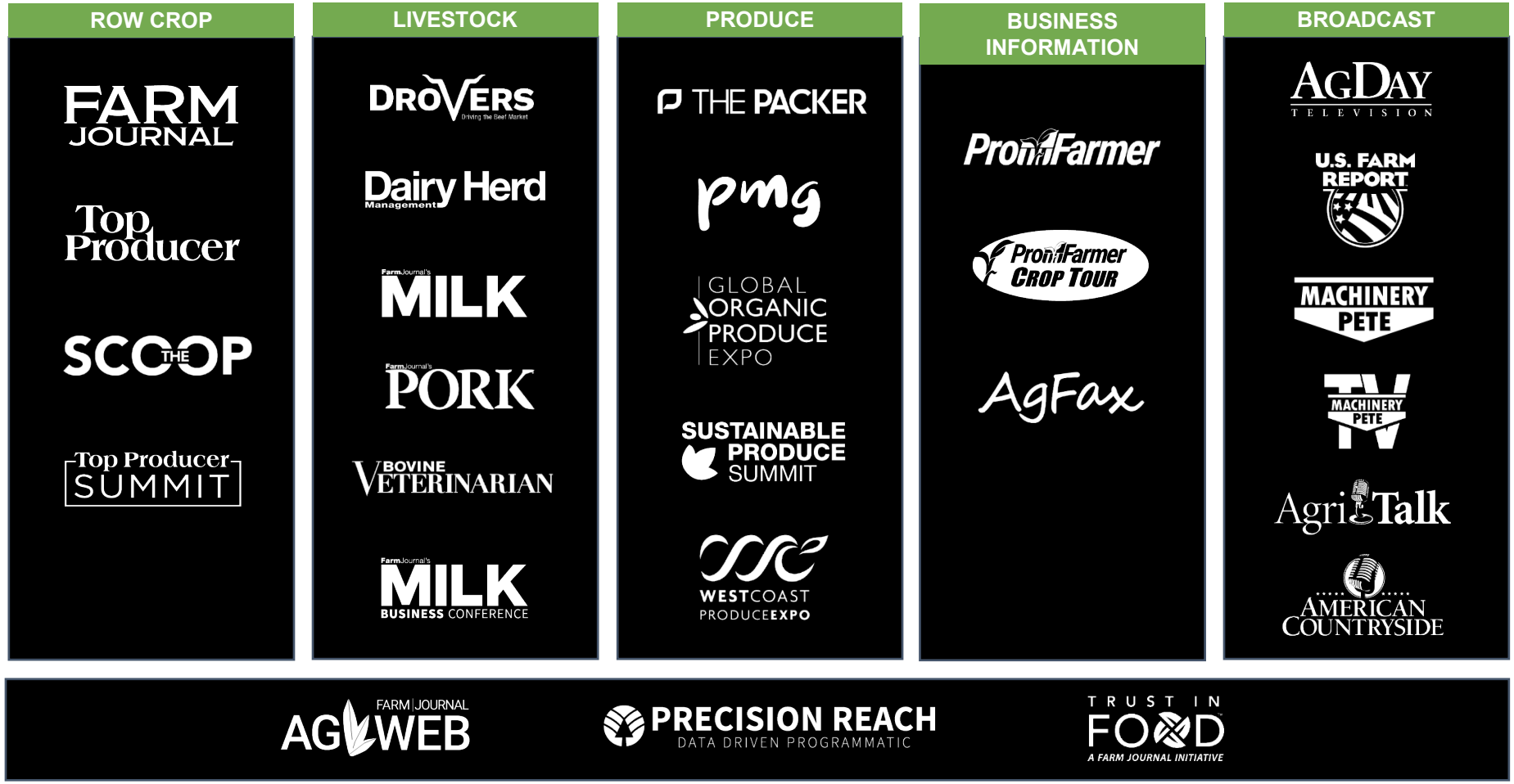
ABOUT FARM JOURNAL

America's #1 provider of agriculture content, producer insights and business solutions.

Farm Journal's powerful platform and industry-leading database can increase your ability to reach your vital audience with the right message in the right way at the right time. Tap into our first-party relationships and data strategies to connect more deeply with the audience you want to reach.

FARM JOURNAL BRANDS

As the most trusted name in agriculture, Farm Journal's iconic brands engage every key audience across the industry: row crop farmers, livestock producers, produce packers, equipment dealers, ag retailers, veterinarians, nutritionists and other stakeholders across the food production chain.



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 can help you deliver the **RIGHT MESSAGE** at the **RIGHT TIME** to the **RIGHT PEOPLE**.

FARM JOURNAL OVERALL DATABASE REACH

Total Reach:

23,132,165+

Premium Magazine Subscribers:

694,000

Websites:

20,240,320+

Mobile Text Messaging Subscribers:

100,000+

Targeted E-mail:

524,489

National Syndicated Radio & Podcasts:

234,602+

Television:

858,250+

eNewsletters:

474,290

Events:

6,214+

CROPS DATABASE REACH

Total Reach:

17,870,718+

Premium Magazine Subscribers:

436,022

Websites:

15,501,760+

Mobile Text Messaging Subscribers:

34,000+

Targeted E-mail:

524,489

National Syndicated Radio & Podcasts:

234,602+

Television:

858,250+

eNewsletters:

277,640+

Events:

3,955+

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

PREMIUM MAGAZINES

FARM JOURNAL

THE FARMER'S FAVORITE

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.

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

- Grand 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 data points
- Only publisher to manage our own test plots

FARM JOURNAL
THE FARMER'S FAVORITE

AUDIENCE FACTS & FIGURES

The owner/operators and farm managers you need to reach engage with our content through a **PREMIUM MAGAZINE**.

SUBSCRIBERS: 335,017

Consistently **#1** in readership

Audits on **500+ & 1,000-acre** growers

Cover-to-cover **READER ENGAGEMENT**

96% owner/operator focused

$955,000 average gross farm income

Corn Growers: 267,148

1-249 acres: 101,419
250-499 acres: 58,369
500-999 acres: 59,337
1000+ acres: 48,023

Soybean Growers: 235,612

1-249 acres: 90,659
250-499 acres: 49,403
500+ acres: 51,280
1000+ acres: 44,270

Wheat Growers: 179,757

Hay/Alfalfa Growers: 199,784

Cotton Growers: 12,110

FARM JOURNAL
THE FARMER'S FAVORITE

EDITORIAL CALENDAR

JANUARY

Smart Farming Issue – Technology permeates every corner of our daily lives. From handheld computers to satellite-driven machinery, farming today is helped by the smart device revolution that surrounds us. In this special issue of Farm Journal, our editors will look at the newest tech ready to drive yields forward. The issue will include 23 technologies to watch in 2023, including the latest smart weeding/spraying innovations, robotics, AI powered tools, drones and genetic advancements. The days of guessing at answers are over, as data and computer learning help producers succeed on the modern farm.

Yield Is Born in the Furrow: Closing Systems and Row Cleaners

Other Features:

- Best Practices to Learn from the Ugliest Fields
- UTV: Electric Versus Gas

FEBRUARY

Yield is Born in the Furrow: Tech to Help Create the Ideal Furrow

Other Features:

- Next-Level Conservation Practices
- 5 Landlord Questions to Ask Before Planting
- Last-Minute Planter Checks

MID-FEBRUARY

Yield Issue – Breaching a yield plateau is the goal at the start of every planting season. However, achieving those higher yields during the annual uncertainty of the year is the challenge. In this special issue, Farm Journal Field Agronomists Ken Ferrie and Missy Bauer will share the recipe for higher yields. We'll talk about the keys to successfully raising yields, hear from farmers who have done it and discuss the products or practices pushing the yield curve. Farmers want to know what it takes to grow big bushels — that's the focus of this issue.

Buyer's Guide: Remote Monitoring

Other Features:

- What is Climate Smart Agriculture?
- Plan Your Exit: Identify the Next Leader for Your Farm

MARCH

High-Resolution Farming: Take Variable-Rate Farming to the Next Level

Other Features:

- More Than O-K: Dial In Potassium (K)
- Service Truck Impact: Portable Air Compressors
- Control Weeds in Field Boundaries

APRIL

High-Resolution Farming: Make Data Pay

Buyer's Guide: Irrigation

Other Features:

- Farm Like a Banker: Factors to Consider Before Spending that Operating Loan
- Top Tools to Track Fuel Use

FARM JOURNAL
THE FARMER'S FAVORITE

EDITORIAL CALENDAR

UPCOMING SPECIAL ISSUES

MAY/JUNE

Next-Generation Farming
It's no secret the average age of an American farmer is 57 years old. Given the past couple of seasons, a pandemic and the realities of our own mortality, the next generation of farmers are poised for a quick rise to the management seat. In this special issue, our editors will look at the unique challenges facing the next generation of farmers. We'll talk about the headwinds, the opportunities and the steps needed to succeed in tomorrow's farming environment.

JULY/AUGUST

Buyer's Guide
Grain Handling

SEPTEMBER

Seed & Weed Guide Issue
This annual issue focuses on the genetics, agronomy and crop protection tools vital to maximizing crop yields. The issue focuses not only on selecting, managing and learning about seed but also the mechanics, agronomy and chemistries that help to protect crop yields from weed pressure. We'll feature experts who can dive into the latest seed genetics and the constant battle to keep weeds at bay. A seed choice has a domino effect on every additional input — this is the issue to help farmers understand and maximize that journey.

MID-OCTOBER

Shop & Machinery Issue
After two years of unprecedented challenges and interest in machinery, this issue will lay out trends for the next five to 10 years. What equipment is available now, what must haves are emerging and what will be vital to future growth? While machinery is an investment, having the right shop and the right tools to maintain those investments will be key to running an efficient farm. As interest rates rise and the cost of borrowing goes up, a good shop maintenance program stands to pay real dividends. This issue will serve as a guide to the latest information, trends, technology and transformations.

Buyer's Guide: UTVs

MID-NOVEMBER

Land Issue
After double-digit land value gains in 2021 and 2022, rising rates might have slowed surging values, but it has not curbed interest in land. This singular asset is the building block for all farm operations. Whether owned or leased, land plays an important role in every decision. From buying and selling to management and trends, we'll focus on the land that feeds us and how its stewards can ensure this resource continues to do so in the future.

Buyer's Guide: Sprayer Components

FARM JOURNAL
THE FARMER'S FAVORITE

PRINT PRODUCTION SCHEDULE

	January	February	Mid-February	March	April	May/June	July/August	September	October	Mid-October	November	Mid-November	December
Ad Close	12/6	12/20	1/3	1/24	2/28	4/18	6/13	7/4	8/8	8/22	9/12	9/26	10/17
Ad Material Due	12/13	12/27	1/10	1/31	3/7	4/25	6/20	7/11	8/15	8/29	9/19	10/3	10/24
Ad Material Extension	12/20	1/3	1/17	2/7	3/14	5/2	6/27	7/18	8/22	9/5	9/26	10/10	10/31
Supplied Inserts Due to LSC	1/02	1/16	1/30	2/20	3/27	5/15	7/10	7/31	9/4	9/18	10/9	10/23	11/13
Issuance Date (Start Co-mail)	1/17	1/31	2/14	3/7	4/11	5/30	7/25	8/15	9/19	10/3	10/24	11/7	11/28
Estimated In-Home Start Date	1/30	2/13	2/27	3/20	4/24	6/12	8/7	8/28	10/2	10/16	11/6	11/20	12/11

FARM JOURNAL
THE FARMER'S FAVORITE

PRINT SPECS

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
2 Page Spread	15” x 10”	16” x 10.75”
Full Page	7.5” x 10”	8.125” x 10.75”
½ Page Horizontal	7.5” x 5”	8.125” x 5.375”
½ Page Vertical	3.5” x 10”	4.125” x 10.75”
2/3 Page	4.625” x 10”	5.25” x 10.75”
Junior Page	4.625” x 6.75”	5.125” x 7.0625”
1/3 Page Vertical	2.25” x 10”	2.75” x 10.75”
1/3 Page Square	4.625” x 5”	5.125” x 5.375”
¼ Page Vertical	3.5” x 5”	
¼ Page Horizontal	4.625” x 3.75”	
1/6 Page Vertical	2.25” x 5”	
1/6 Page Horizontal	4.625” x 2.5”	

Magazine Trim Size: 7.875” x 10.5”

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*

Printed inserts should be sent to: LSC Communications
Attn: Rodney Johnson
3201 Lebanon Road
Danville, KY 40422
Phone: (859) 238-2339

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.*

Top Producer

Challenging Farmers to Think Differently

Top Producer is the premier magazine devoted to the business of farming. The focus on industry leaders, entrepreneurs and innovators in agriculture make this magazine the authoritative business resource for commercial farm operators.

The 105,017 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 and the purchase of nearly 80 percent of all farm inputs.

Every issue includes content on the topics that matter to the nation's largest corn and soybean producers:

- farm management
- grain marketing
- crop insurance
- human resources
- business technology
- key and current issues
- in-depth producer profiles

Top Producer
Challenging Farmers to Think Differently

AUDIENCE FACTS & FIGURES

Top Producer targets growers and large equipment/service purchasers you need to reach engage with our content through a **PREMIUM MAGAZINE**.

SUBSCRIBERS: 105,017

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.

Corn Growers:
1000+ acres: 42,919

Soybean Growers:
1000+ acres: 39,097

Wheat Growers:
1000+ acres: 15,304

Cotton Growers:
1000+ acres: 2,546

Top Producer
Challenging Farmers to Think Differently

EDITORIAL CALENDAR

JANUARY

- Bull-Bear Marketing Outlook from Analysts
- Are You Accessing the Best Crop Insurance Coverage?
- Wills Versus Trusts: A Quick Guide

FEBRUARY

- Top Lessons from the 2023 Top Producer Summit
- How to Overcome Your Negotiation Shortfalls
- Stress Test Your Predicted 2023 Crop Returns

MARCH/APRIL

- Issues to Address in Your Farm Equipment Lease Agreement
- Insource Versus Outsource: Find the Perfect Balance for Your Farm
- Meet An Executive Making A Difference: View From The Top

COLUMNISTS

- Jerry Gulke
- John Phipps
- Shay Foulk
- Machinery Pete
- Sarah Beth Aubrey
- Paul Neiffer

Top Producer
Challenging Farmers to Think Differently

PRINT PRODUCTION SCHEDULE

	January	February	March/April	August/September	October	November	December
Ad Close	12/1	1/6	2/24	6/23	9/8	10/13	11/3
Ad Material Due	12/8	1/13	3/3	6/30	9/15	10/20	11/10
Ad Material Extension	12/13	1/20	3/10	7/7	9/22	10/27	11/17
Supplied Inserts Due to LSC	12/30	2/6	3/27	7/24	10/9	11/13	12/4
Issuance Date (Start Co-mail)	1/17	2/21	4/11	8/8	10/24	11/28	12/19
Estimated In-Home Start Date	1/23	3/6	4/24	8/21	11/6	12/11	1/2

Top Producer
Challenging Farmers to Think Differently

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

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THE SCOOP

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. 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

Agricultural Retailers Association

NAICC

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

THE SCOOP

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.

16,698
Retailers/dealers and distributors and custom applicators of crop inputs

2,406
Professional farm managers, independent crop consultants

1,132
Manufacturers of fertilizer, pesticides, seed and equipment

786
Extensions services, academic/research and others allied to the field

THE SCOOP EDITORIAL CALENDAR

JANUARY

- What is Behind the Success of the Retailer of the Year
- Adjuvants: Open The Door For Increased Sales
- Impressive Build: The Highest ROI Facility Investments

FEBRUARY

- Redefine the Trusted Adviser: The Future of Ag Retail
- New Product of the Year Winner and Runner Up
- Where to Add Margin: Seed Lubricants Layer On Opportunity

MARCH

- Salary Survey Results (Focus on Sales Agronomists and Applicator Operators)
- Find The Fit For Foliar Fertilizers
- Tech Hacks: How Retailers Embed Best Practices In New Tools

COLUMNISTS

- Steve Cubbage (Technology)
- Mark Faust (Strategy)
- Farrell Growth Group (Business)

THE SCOOP PRINT PRODUCTION SCHEDULE

	January	February	March	April	August/September	October	November	December
Ad Close	12/19	1/16	2/15	3/20	6/30	8/31	9/28	10/27
Ad Material Due	12/23	1/20	2/21	3/27	7/10	9/7	10/5	11/3
Ad Material Extension	12/30	1/27	2/27	3/31	7/14	9/11	10/9	11/7
Supplied Inserts Due to LSC	1/10	2/7	3/9	4/11	7/25	9/20	10/23	11/20
Mail Date	1/24	2/21	3/21	4/25	8/8	10/3	11/7	12/5

THE SCOOP PRINT SPECS

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1600 N. Main St.
Pontiac, IL 61764
Phone: (815) 844-1385

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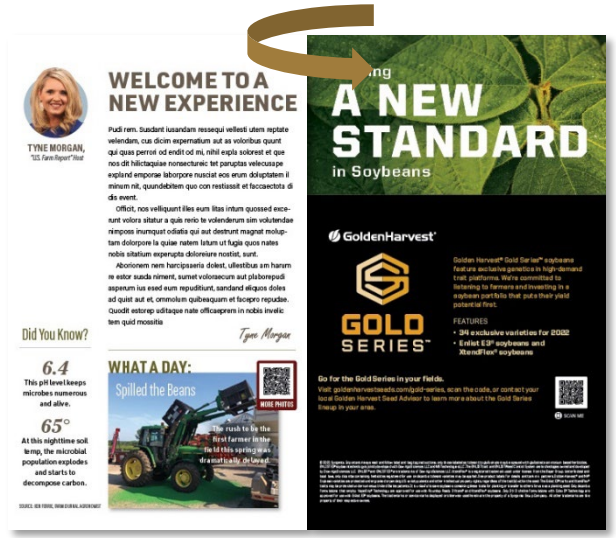
PRECISION PRINT

TARGET AND CONNECT WITH YOUR AUDIENCE LIKE NEVER BEFORE

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

- Revolutionary high-impact print product
- Patented, market-exclusive platform
- Targeted delivery via The Scoop creates thousands of impressions
- QR codes provide groundbreaking insights and drive one-to-one interactions



Each Precision Print QR code is unique to the individual user and generates valuable metrics that enable you to identify and connect with them.

DIGITAL

FARM | JOURNAL AGWEB

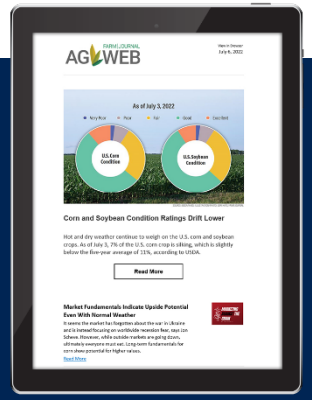
AgWeb.com is agriculture's **No. 1 website** for industry information and market activity. In fact, farmers who control a combined 80 million acres engage with AgWeb each and every day. With more than **3.3 million pageviews** and **750,000 unique visitors** each month, AgWeb also is a powerhouse content provider. Daily online news and information from various Farm Journal properties deliver all the information farmers want, when and where they want it.

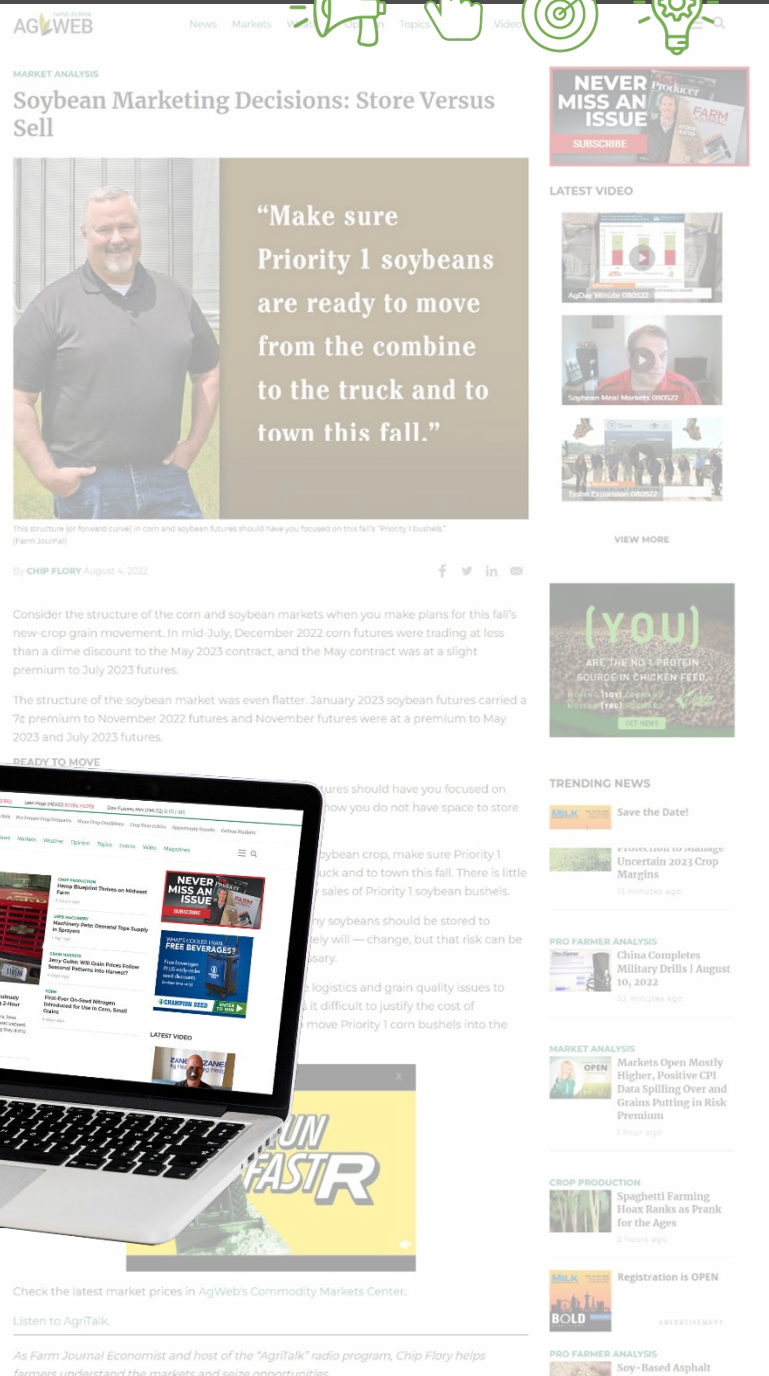
AGWEB:

Average Monthly Pageviews: **3,302,944**

Average Monthly Users: **754,623**

AgWeb Daily eNewsletter: **173,171**





FARM | JOURNAL AGWEB

BY THE NUMBERS

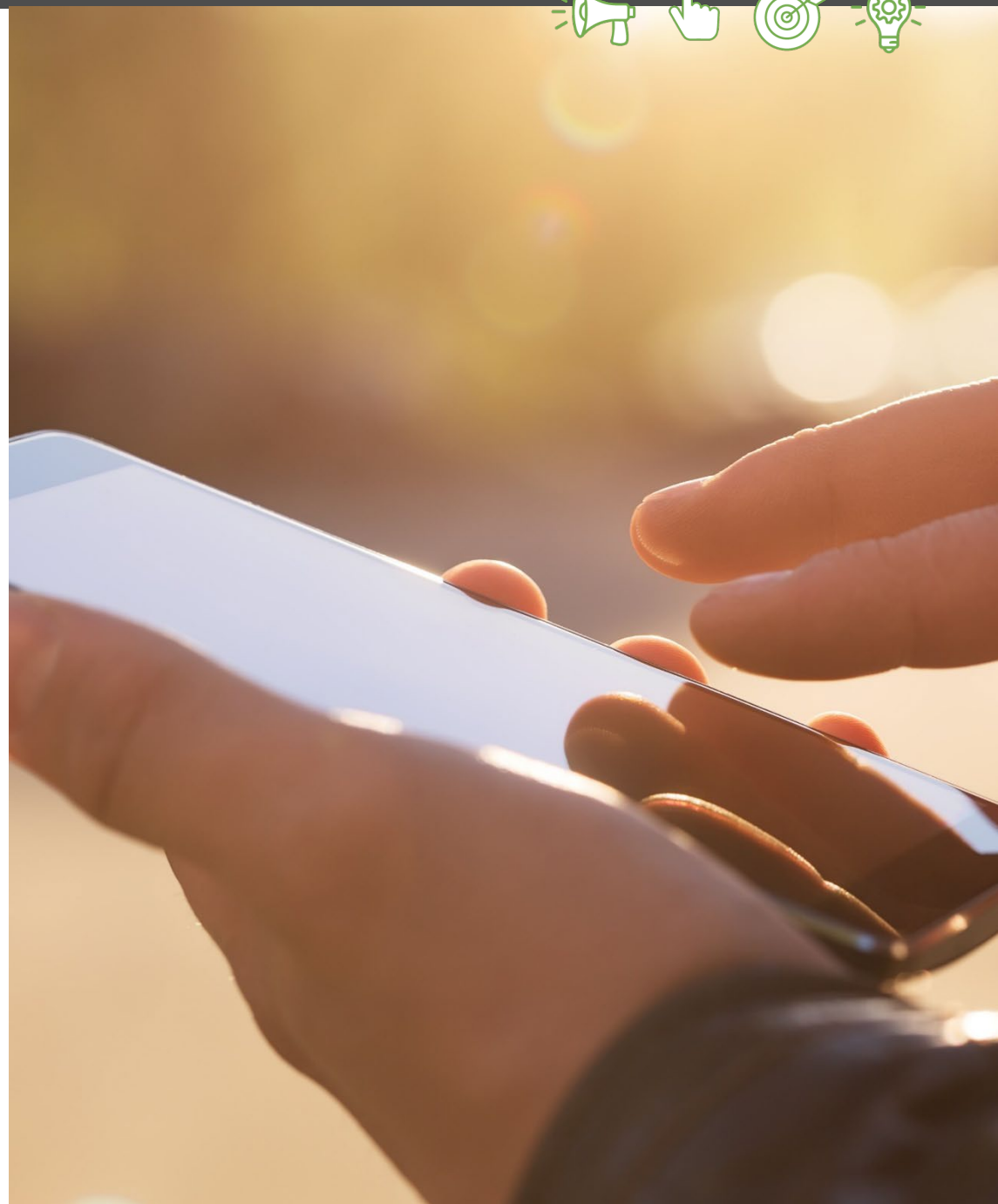
The owner/operators and farm managers you need to reach engage with our content through **MULTIPLE DIGITAL MEDIUMS**.

Facebook
~ 50,000 likes
~ 58,000 followers

Twitter
> 87,000 followers

Mobile Audience
100,000 subscribers

eBlast Audience
> 500,000 in the mailable third-party database



Top Producer
Challenging Farmers to Think Differently

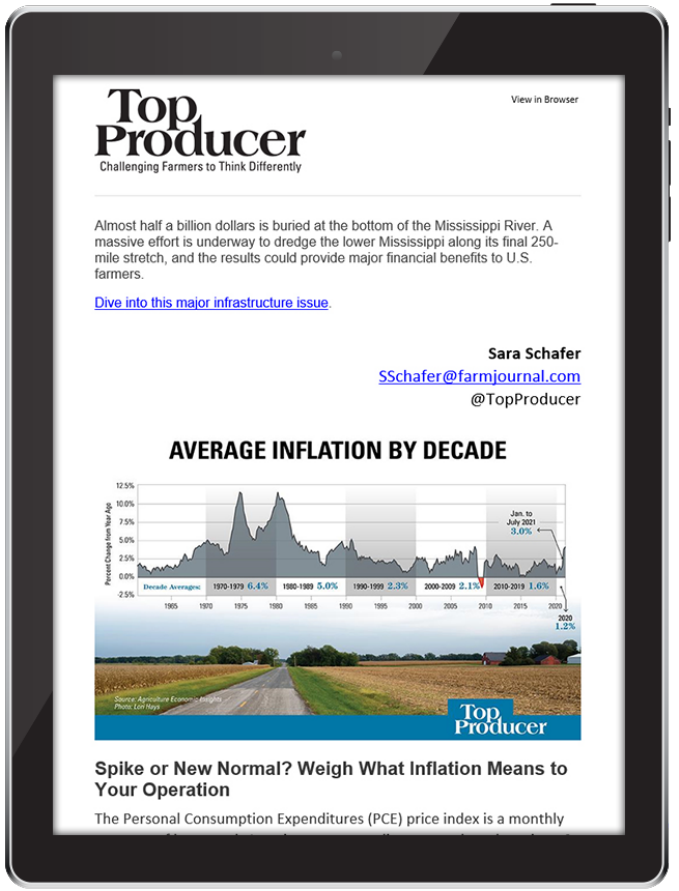
BY THE NUMBERS

The grower influencers and large equipment/service purchasers you need to reach engage with our content through a **PREMIUM MAGAZINE** and a **MONTHLY ENEWSLETTER**.

105,017
Total Qualified Circulation

44,441
eNewsletter Subscribers

≈5,000
Twitter Followers



THE SCOOP

BY THE NUMBERS

The grower influencers and large equipment/service purchasers you need to reach engage with our content through a **DAILY eNEWSLETTER** and **WEBSITE**.

21,000
Total Qualified Circulation

~56,000
eNewsletter Subscribers

54,864
Average Monthly Pageviews

4,500
Facebook Followers

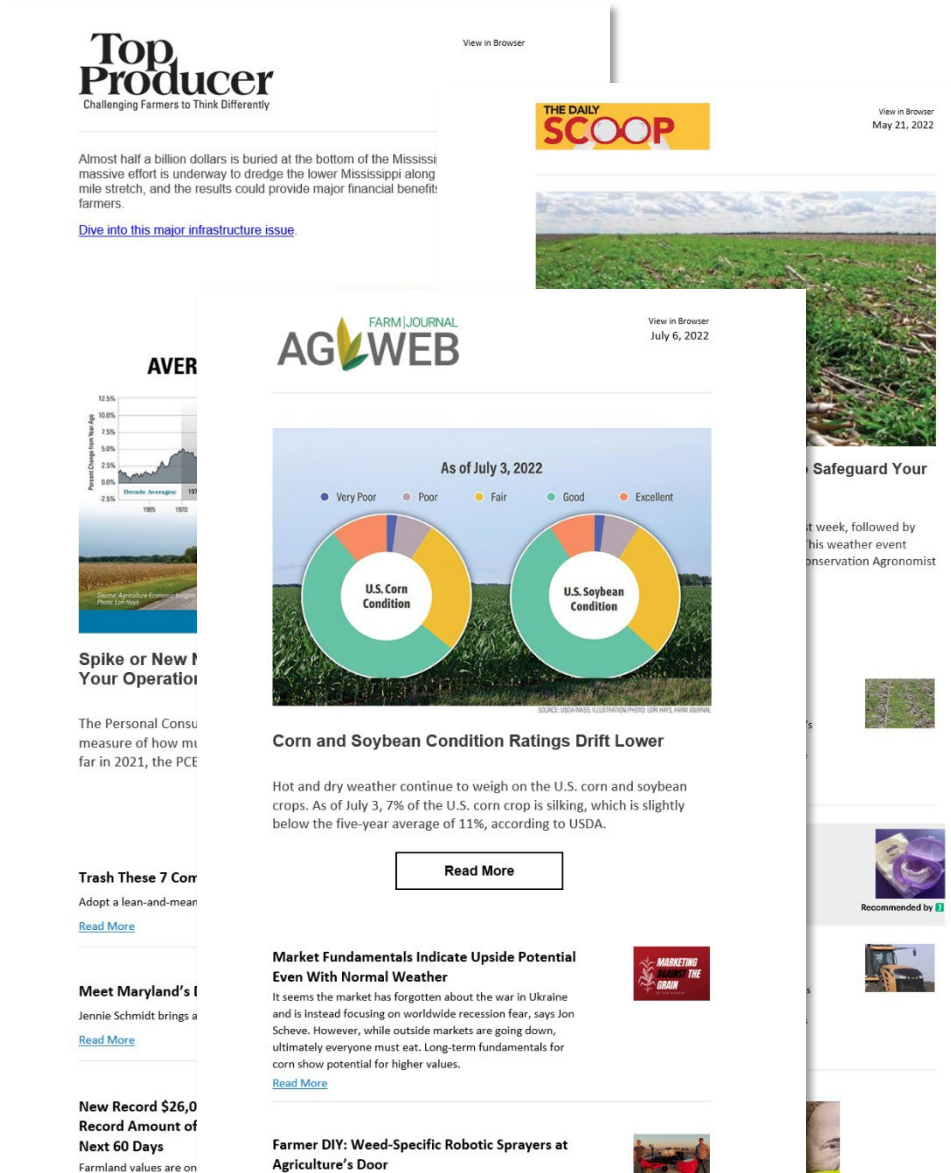
43,000
Twitter Followers

HIGHLY TARGETED MARKETING

Boost your brand awareness and drive traffic to your digital properties through **DISPLAY ADS** targeting a crucial audience of purchasers.

100% OPT-IN REQUESTED

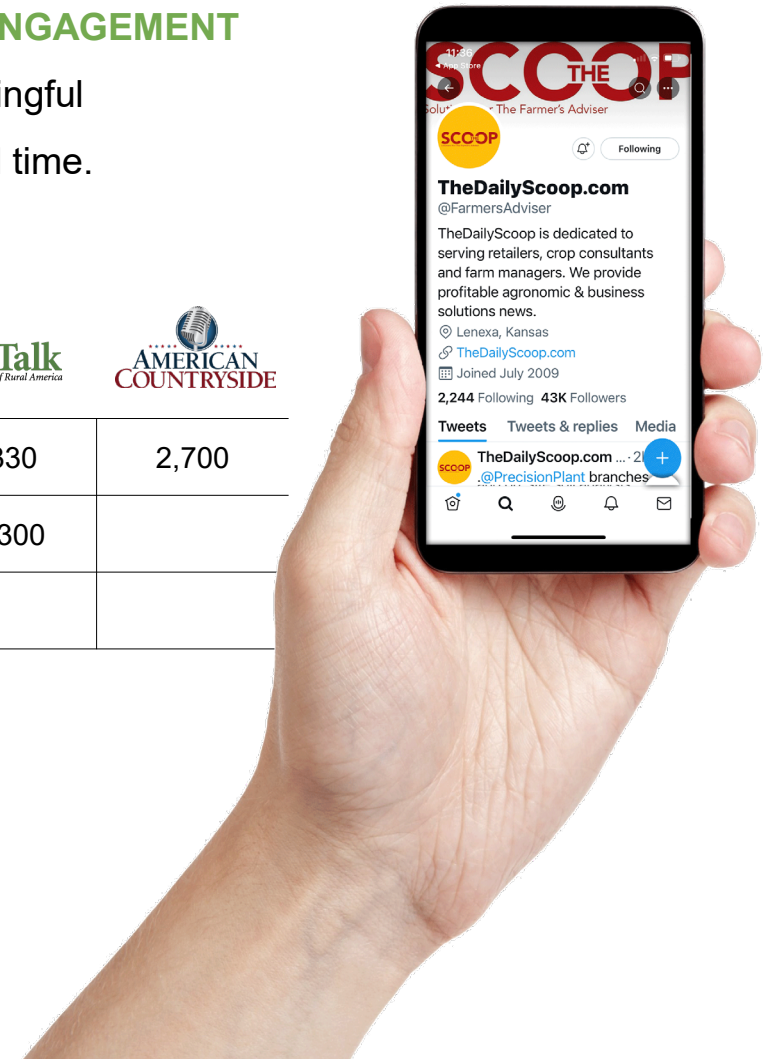
ENEWSLETTER	FREQUENCY	SUBSCRIBERS	CONTENT
AgWeb Daily	Daily	173,171	The day's top agricultural news focusing on markets, business, service pieces, machinery and livestock.
Top Producer Update	Monthly	44,000+	Provides news and information covering the business side of farming to improve profitability.
The Scoop Daily	Daily	28,000+	22% average open rates.
The Scoop Week in Review	Weekly	28,000+	A popular summary of the week's news, reach the full audience of influencers. 100% share of voice.



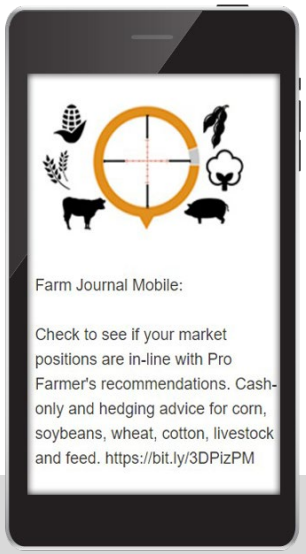
SOCIAL PLATFORMS

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.

	AGWEB	FARM JOURNAL	Top Producer	SCOOP	AgDay	U.S. FARM REPORT	MACHINERY PETE	AgriTalk	AMERICAN COUNTRYSIDE
Facebook	38,234	57,955		4,563	222,995	69,180	178,222	3,330	2,700
Twitter	37,600	87,700	5,000	43,100	12,662	15,702	41,800	15,300	
Instagram	2,534	1,662							

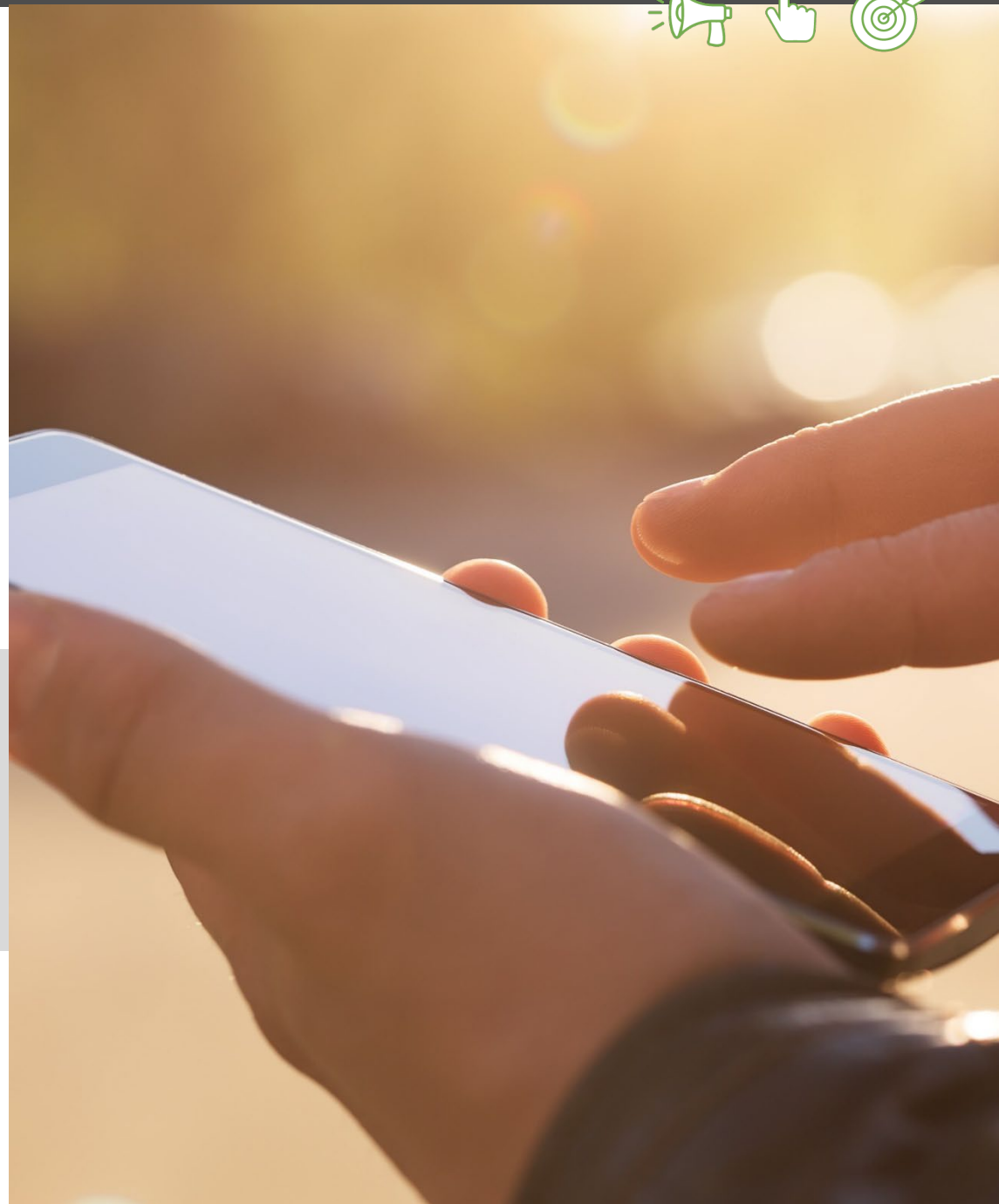


MOBILE AUDIENCE



34,000+ SUBSCRIBERS

in the mobile database for crops



PROGRAMMATIC

PRECISION REACH™
DATA DRIVEN PROGRAMMATIC

Precision Reach Data Driven Programmatic Powered by Farm Journal

Unlock the power of programmatic advertising and reach farmer audiences across all devices wherever they go online. Maximize your marketing dollars with a unique reach and high frequency advertising solution. You have the power and flexibility to choose your tactics and unique retailer audience.

AUDIENCES:

Demographic:

- Row Crop
- Specialty
- Ag Retailers
- Certified Crop Advisors
- Pest Control Advisors
- Other

Job Type

- Owner & Operator
- Operator
- Farm Manager
- Employees
- Landowner
- Other

Behavioral

- Nitrogen Interest
- Fertilizer Interest
- Precision Application
- High Yield Affinity
- Fungicide Interest
- Agronomy Interest
- Rootworm Interest
- Dicamba Interest
- Other

TACTICS:

- ✓ Display
- ✓ Native
- ✓ Video
- ✓ CTV
- ✓ Audio
- ✓ Social
- ✓ Trade Show Geofence

AgriTalk
AgDay
MARKETS TO
OPE
With Michelle
U.S. FA
REPORT
THE
SCOOP
PODCAST
A
FARM JOURNAL
PODCAST
MACHINERY
PETE

BROADCAST

AgDay

RATINGS: 258,250

DISTRIBUTION:

Affiliates: 112 Stations in 39 States

RFD-TV: 7 AM Central, M-F

SiriusXM/Rural Radio: 3x daily M-F

WHY FARMERS & RANCHERS WATCH:

1. **Timeliness:** Agriculture's "Newscast of Record"
2. **Original Reporting**
3. **Big Reach:** The Ag to Consumer Connection

Host: Tyne Morgan

U.S. FARM REPORT

RATINGS: 450,000

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

WHY FARMERS & RANCHERS WATCH:

1. **Impact:** Single biggest reach platform in all of agriculture
2. **Original Content:** John Phipps, Market Round Tables, Farm Journal Report
3. **On the Road:** Live tapings, College Roadshow, From the Farm

Host: Greg Peterson

MACHINERY PETE TV

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**
2. **Story Telling:** The emotional connection to iron
3. **Important Business Applications:** From a highly trusted source

Host: Chip Flory

AgriTalk
The Voice of Rural America

AgriTalk AM: airs 10 AM Central, M-F
AgriTalk PM: airs 2 PM Central, M-F

DISTRIBUTION:

Affiliates: 110+ Stations in 19 States

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

AgriTalk Podcast: 240,000+ downloads monthly

WHY FARMERS & RANCHERS LISTEN:

1. **Attitude:** A “real” talk show for agriculture
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

PODCASTS BY THE NUMBERS

Network Monthly Downloads

2021:
2.007 MILLION
(+20% vs. 2020)

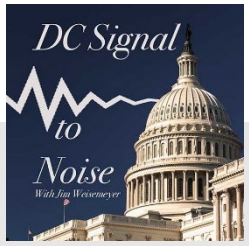
2022 YTD:
+53% vs. 2021

Q1-Q2 2022 Average Monthly Downloads

AM: 120,352

PM: 100,955

AgriTalk covers farm production, policy and technology along with a heavy dose of market analysis.

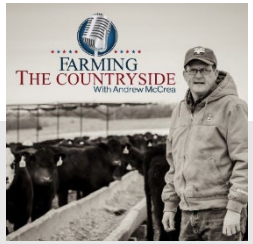


7,377

The definitive policy podcast for agriculture with Chip Flory & Jim Wiesemeyer.

3,461

A podcast to let farmers share their story. What they did right, what they did wrong and how it impacted their operation.



4,010

Hosted by Andrew McCrea – 5th generation grain and livestock farmer from Maysville, Mo. A proven interview talent with track record in creating great content.

712

The Scoop Podcast with Margy Eckelkamp is the only podcast focused on serving farmers' trusted advisers. Interviews include the must-know professionals influencing on-farm decisions.

EVENTS

Top Producer SUMMIT

Nashville: Jan. 23-25, 2023 **Kansas City:** 2024

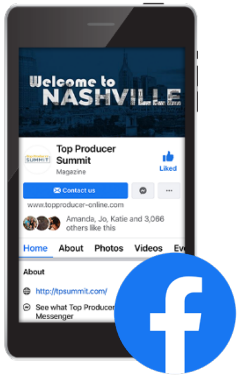
Attendees Represent

- $5.47 million gross farm income
- 34 states, Canada & Brazil
- 47,914 average livestock
  (of those reporting 1+ livestock)
- 4,630 average acres
  (of those reporting 1+ acre)
- 650 registrations

Awards

During the Summit, Top Producer will recognize remarkable farmers who have taken risks, built thriving businesses and given back to their communities.

- Top Producer of the Year Award
- Tomorrow's Top Producer Horizon Award
- Executive Women in Agriculture Award



Dedicated Facebook page

Pro Farmer Crop Tour™

A FARM JOURNAL EVENT

August 21-24, 2023

DATE	EASTERN TOUR	WESTERN TOUR
Monday, Aug. 21	Westfield, IN	Grand Island, NE
Tuesday, Aug. 22	Bloomington, IL	Nebraska City, NE
Wednesday, Aug. 23	Iowa City, IA	Spencer, IA
Thursday, Aug. 24	Tour Finale: Rochester, MN	

THE TOUR

- A news event generating the most viewers, listeners and online traffic of the year
- Highly anticipated from-the-field reports watched closely by farmers and traders
- August ritual covering seven Midwestern states
- A proven history of engagement

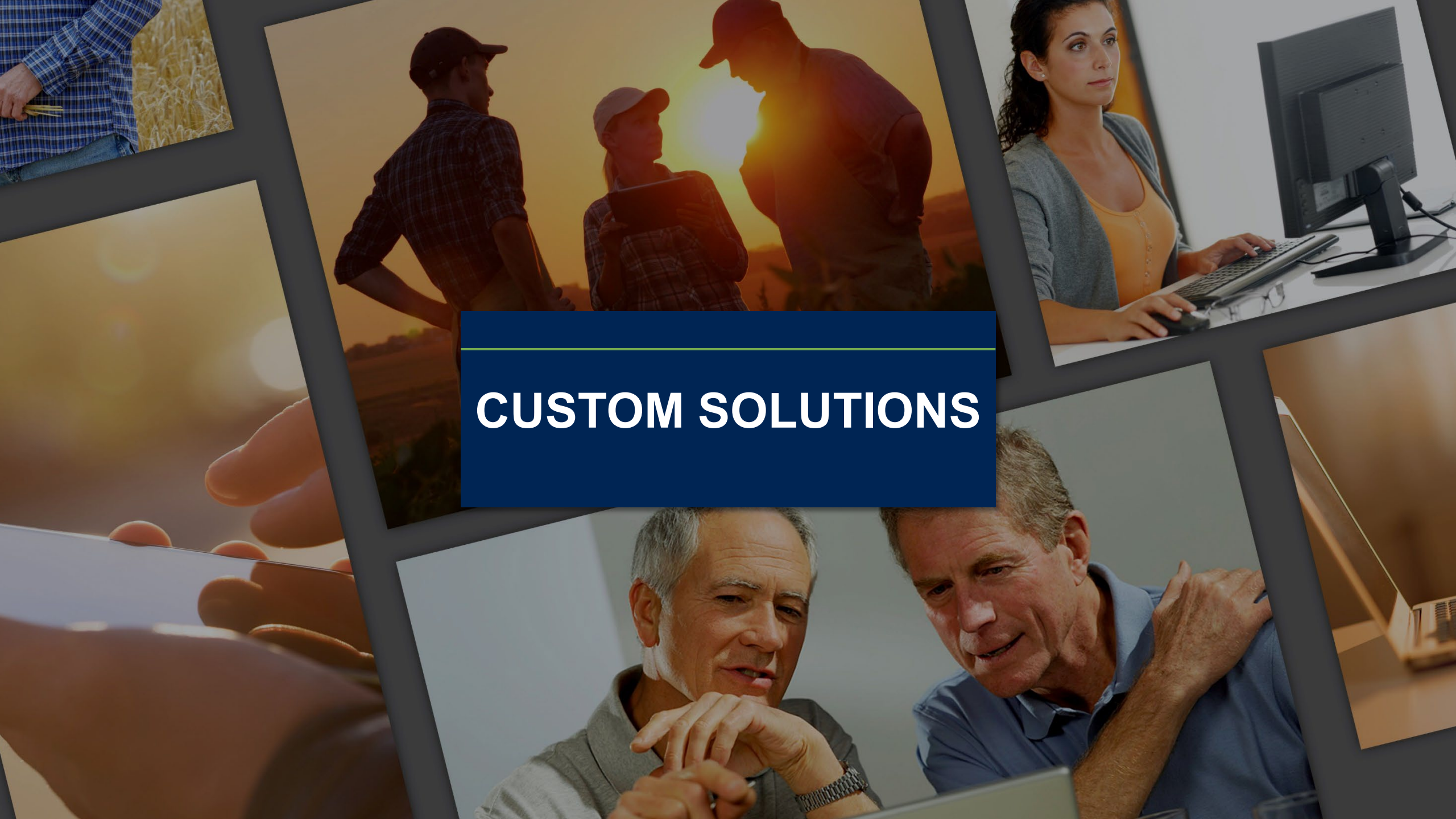
2023: BEST OF BOTH WORLDS

A Hybrid Event:

- **Return of in-person meetings** including 90-minute stand-alone happy hour & welcome reception separate from dinner venue
- **Nightly LIVE simulcasts** connecting both legs of the tour
- **"Watch parties"** across farm country

Benefits:

- **National reach** combined with the intimacy & impact of in-person meetings
- **Both legs of the tour** are united throughout entire tour
- **Farm Journal talent** bench fully utilized



CUSTOM SOLUTIONS

ONLINE LEARNING SESSIONS

Feature topical expert(s) on a chosen topic in a 30- to 45-minute pre-recorded, professionally moderated learning session. Follow with 15 minutes of a live Q&A.

Must be an educational topic, not sales focused.

Editorial – Our editors pick the topic, secure the speakers and develop the content. You only supply a logo!

Custom – You pick the topic, and our team will take care of the details so you can focus on the message.

What's included

- ✓ 45-60-minute educational session
- ✓ FJ moderator
- ✓ Hosted on our website for 6 months
- ✓ Turnkey registration process with reminders
- ✓ Customized video editing of pre-recorded session
- ✓ Promotional efforts include run of network ads, eNewsletter promotions, and eBlasts equal to investment
- ✓ Detailed attendee metrics

RESEARCH STUDIES

A dedicated Market Intelligence team that conducts quantitative and qualitative studies online, phone or mobile with or without analysis. Pricing varies based on the scope and details of the project.

Research studies are customized to meet your needs:

- ✓ Brand survey
- ✓ Message testing
- ✓ Benchmark and tracking survey
- ✓ Issue management survey
- ✓ Perception survey
- ✓ Mobile survey

Methodologies may include:

- ✓ Online survey
- ✓ Phone survey
- ✓ Focus groups
- ✓ In-depth interviews
- ✓ Secondary research
- ✓ Custom reports to communicate results

DATA

Deep, cross-platform engagement with the largest audiences in agriculture generates real-time behavioral insights. Farm Journal's Trusted Intelligence Platform combines these insights with the industry's most extensive database of producer activities and proclivities. Customers use this intelligence to deliver the right message at the right time to the right people with unparalleled results.

Data is Power

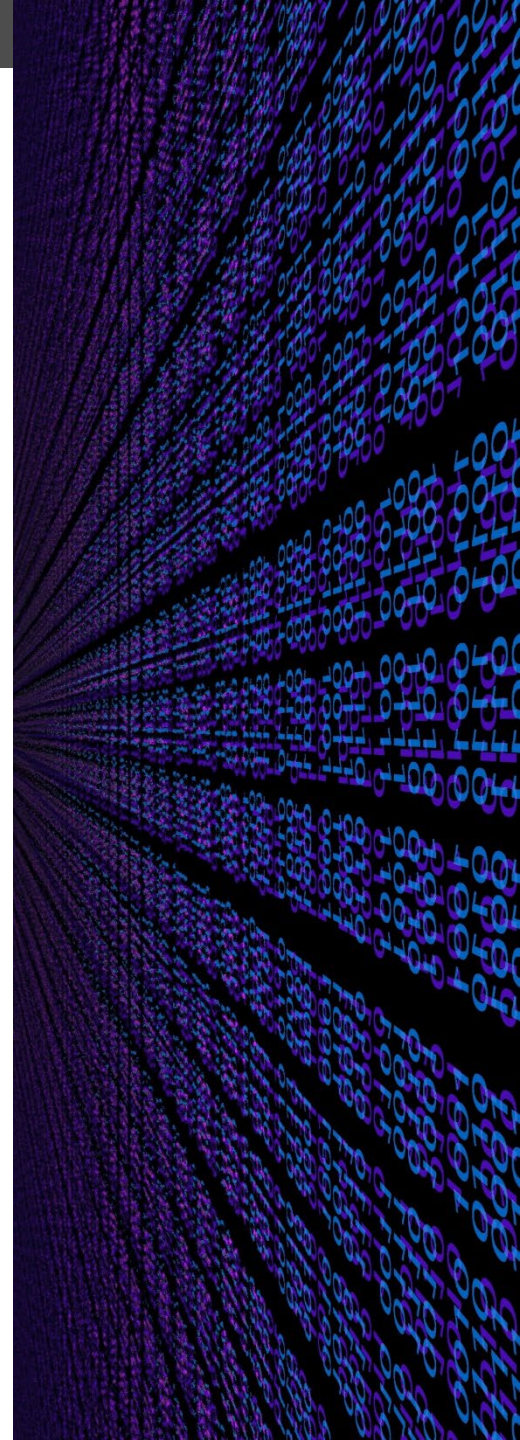
- **4.1 million records** in a database fueled by proprietary first-party exchanges, cleansed USDA data and fed daily by the most robust behavioral insights engine in agriculture.

Comprehensive Reach

- **50 million-plus** monthly touchpoints across digital, radio, TV, print and in-person platforms create the largest megaphone in agriculture.

Insights and Behavioral Science

- Through our connected infrastructure, people-based insights quickly convert into audiences of scale for activation through predictive analytics.



CONTENT TEAM

With unsurpassed expertise, our team produces trusted, timely content respected by the audience you want to reach.

Content Director

Katie Humphreys

Agronomics & Crop Inputs

Rhonda Brooks

Darrell Smith

Farm Journal Test Plots

Ken Ferrie

Missy Bauer

Isaac Ferrie

Machinery & Technology

Margy Eckelkamp

Machinery Pete

Policy & Issues

Chris Bennett

Jenna Hoffman

Markets

Chip Flory

Michelle Rook

News & Business

Clinton Griffiths

Sara Schafer

Tyne Morgan

Marge Kulba

John Phipps

Andrew McCrea

Livestock

Greg Henderson

Jennifer Shike

Karen Bohnert

Taylor Leach

Paige Carlson

Design & Copy Production

Lindsey Pound

Lori Hays

Megan LaManna

CONTACT US

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

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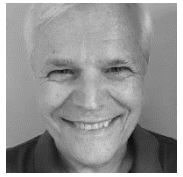
dallen@farmjournal.com



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