FARM JOURNAL

LIVESTOCK MARKETING SOLUTIONS KIT

2023

DROVERS Driving the Beef Market

Dairy Herd Management

MILK Business Quarterly

Farm Journal's PORK

BOVINE VETERINARIAN

MILK Business Conference

TABLE OF CONTENTS

Marketing Solutions

Overview

Content

Platforms

Custom Solutions

Contact Us

ABOUT FARM JOURNAL

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

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

FARM JOURNAL BRANDS

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

ROW CROP	LIVESTOCK	PRODUCE	BUSINESS INFORMATION	BROADCAST
FARM JOURNAL	DROVERS Driving the Beef Market	THE PACKER	Pro Farmer	AgDay Television
Top Producer	Dairy Herd Management	pmg	Pro Farmer Crop Tour	U.S. Farm Report
SCOOP THE	MILK Business Quarterly	Global Organic Produce Expo	AgFax	Machinery Pete
Top Producer Summit	Farm Journal's PORK	Sustainable Produce Summit		TV Machinery Pete
	Bovine Veterinarian	WestCoast Produce Expo		Agri Talk
	MILK Business Conference			American Countryside

FARM JOURNAL AGWEB | PRECISION REACH DATA DRIVEN PROGRAMMATIC | TRUST IN FOOD A FARM JOURNAL INITIATIVE

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+

LIVESTOCK DATABASE REACH

Total Reach:

17,870,718+

Premium Magazine Subscribers:

267,500

Websites:

11,014,765

Mobile Text Messaging Subscribers:

22,000

Targeted E-mail:

524,489

National Syndicated Radio & Podcasts:

234,602+

Television:

858,250+

eNewsletters:

135,626

Events:

400+

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

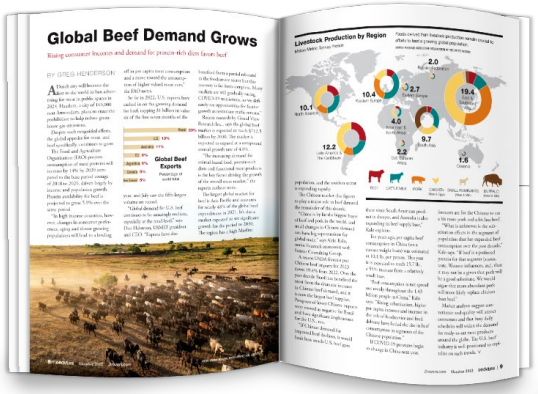
PREMIUM MAGAZINES

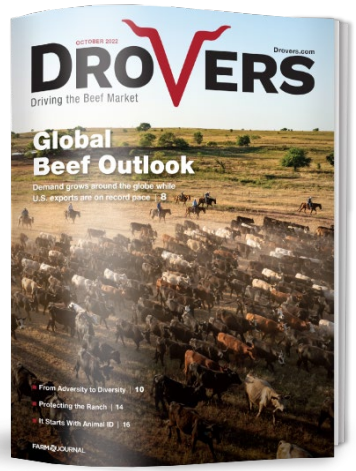
DROVERS

Drovers has been the trusted voice for beef cattle producers since 1873 and continues to evolve to provide unmatched coverage of today's beef industry both in print and in the digital edition – from markets to production, news and policy — reaching the industry's largest number of cow-calf, stocker and feedlot segments with critical information to manage their beef business.

1873 150 2023 DROVERS

NOW IN OUR 150TH YEAR, Drovers is excited to lead the beef industry with longer form, and more detailed content they want and need. By focusing on being web-first, producers have up-to-date, 24/7 access to markets, news, commentary and market insights at Drovers.com.





AUDIENCE FACTS & FIGURES

TOTAL SUBSCRIBERS: 175,018

100+ Cow-Calf: 102,553

100+ stocker: 47,152

100+ Fed Cattle: 46,594

Source: Alliance for Audited Media, Publisher's Statement, June 2022

PRODUCTION SCHEDULE & EDITORIAL CALENDAR

DROVERS

	Closing Date	Materials Due	Mail Date	Editorial Content
January	11/21	11/28	1/2	▪ **Drovers 150th Anniversary Recognition** - 1st in a Series: An historical look at what precipitated the need for specific cattle market reporting from the Chicago Stockyards. ▪ 2023 Beef Market Outlook
February	1/3	1/9	2/13	▪ Drought outlook: Recovery or more of the same for ranchers? ▪ **Drovers 150th Anniversary** - #2 The evolution of the River Markets for livestock
March	1/23	1/30	3/6	▪ Parasite Control emphasis issue ▪ **Drovers 150th Anniversary #3** – The Great Depression's Impact on the cattle industry.
April/May	3/6	3/13	4/17	▪ Breeding season preparations ▪ **Drovers 150th Anniversary #4** – A post-war years boom for livestock.
June/July	5/22	5/29	7/3	▪ Preconditioning primer – preparing to market calves. ▪ **Drovers 150th Anniversary #5** – Champion steer Conoco ushers in a new genetic wave.
August	6/22	6/29	7/31	▪ Retaining ownership analysis ▪ **Drovers 150th Anniversary #6** - Industry unites to promote beef with checkoff.
September	7/24	7/31	9/4	▪ Beef quality update ▪ **Drovers 150th Anniversary #7** – National Beef Quality Audit creates Beef's Quality Revolution. ▪ Readex Ad Study
October	8/21	8/28	10/2	▪ Cow herd nutrition and preparing for winter ▪ **Drovers 150th Anniversary #8** – Branded beef evolves
November/ December	10/6	10/9	11/13	▪ Matching cows to ranch resources ▪ **Drovers 150th Anniversary #9** – Technology advances provide greater communication tools for cattlemen.

**Tentative content and publishing schedule subject to change.*

DROVERS

PRINT SPECS

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
2 Page Spread	14.5” x 9.625”	15.25” x 10.375”
Full Page	7” x 9.625”	7.75” x 10.375
½ Page Horizontal	7” x 4.75”	7.75” x 5.25”
½ Page Vertical	3.25” x 9.625”	3.75” x 10.375”
2/3 Page	4.375” x 9.625”	4.875” x 10.375”
Junior Page	4.375” x 6.625”	4.875” x 7.125”
1/3 Page Vertical	2.125” x 9.625”	2.625” x 10.375”
1/3 Page Horizontal	7” x 3”	7.75” x 3.375”
¼ Page Vertical	3.25” x 4.75”	
¼ Page Horizontal	4.375” x 3.5”	
1/6 Page Vertical	2.125” x 4.875”	
1/6 Page Horizontal	4.5” x 2.125”	

Magazine Trim Size: 7.5” x 10.125”

Printing Process: Web Offset

Binding Method: Saddle-stitched

File Format: PDF/X-1a

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

Photos and Graphics: All images within ads should be high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Submit Files To: Michelle Bauer, *mbauer@farmjournal.com*

Printed inserts should be sent to: LSC Communications
Attn: Jim Dunning
1600 N. Main St.
Pontiac, IL 61764
Phone: (815) 844-1385

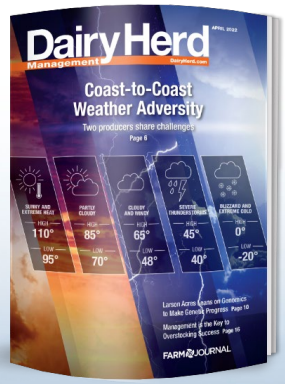
Right reserved to crop up to .1875” from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle stitch binding. Keep essential live matter at least .625” from bleed page width dimension at trim side of an 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.

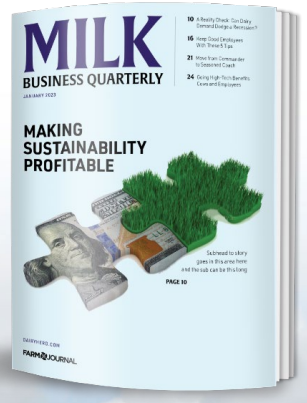
**All rates are net full run and subject to change.*

HOW, WHY AND ROI

The dairy producers and managers you need to reach engage with our content through **PRINT MAGAZINES** and **DIGITAL EDITIONS**.



Dairy Herd Management serves the nation's commercial dairy operators with an audience that controls more than 90% of the U.S. milk production. Its mission for continuous improvement in response to a rapidly changing and consolidating marketplace drives the editorial content to help dairy producers operate more efficient and profitable businesses.



MILK Business Quarterly connects with larger dairy producers that own or manage 500 or more cows. This audience has information and resource needs that demand more specialized applications directed towards overall operational and management ROI.

AUDIENCE FACTS & FIGURES

While the total number of dairy farms nationwide is decreasing, average herd size is increasing. Dairies with more than 500 cows represent the majority of the milk supply and majority of the 9.7-million head cow population. Farms with less than 500 cows represent 91% of the total operations.

Dairy Herd Management and MILK Business Quarterly **REACH MORE** producers and multilevel decision makers on dairies than any other publication.

	TOTAL SUBSCRIBERS	Owner, Co-owner, Manager	Herd Size: 50-499	Herd Size: 500+	Veterinarians, Nutritionists, Consultants
Dairy Herd Management	47,525	37,378	36,851	10,869	8,084
MILK Business Quarterly	15,013	10,283	0	10,533	4,730

Source: Alliance for Audited Media, Publisher's Statement, June 2022

PRODUCTION SCHEDULES & EDITORIAL CALENDARS

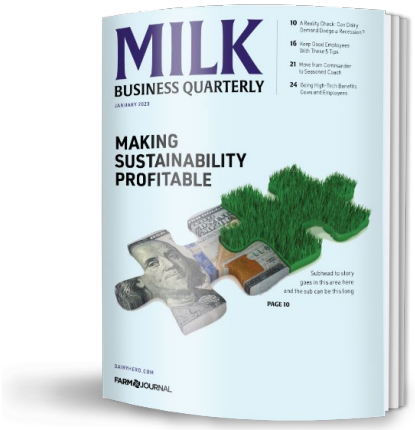
Dairy Herd Management

	Closing Date	Materials Due	Mail Date	Editorial Content
January	11/22	12/6	1/10	▪ 2022 Innovative Dairy Farmer of the Year ▪ 2023 Outlook
February	12/30	1/13	2/14	▪ Reproduction ▪ Heifer Management
March	1/13	1/27	2/28	▪ Carbon Conversations ▪ Manure Management ▪ Readex Study
April	2/10	2/24	3/28	▪ Technology ▪ Facility Design
May/June	4/20	5/4	6/6	▪ Forage Focus ▪ Feed Costs
July/August	6/23	7/7	8/8	▪ U.S. Dairy 2023 Sustainability Winners
September	7/7	7/21	8/22	▪ 2023 World Dairy Expo Official Program
October	7/27	8/10	9/12	▪ Animal health ▪ Animal Welfare
November/ December	9/29	10/13	11/14	▪ Labor ▪ Industry/Outlook Trends

**Tentative content and publishing schedule subject to change.*

MILK Business Quarterly

	Closing Date	Materials Due	Mail Date	Editorial Content
March	2/3	2/10	3/13	▪Labor ▪Large Dairy Sustainability, Leadership, Efficiency
May	3/27	4/3	5/12	▪ Water Regulation ▪ Renewable Energy
September	7/26	8/2	9/12	▪ Young Farmer Spotlight, Partnerships ▪ Technology/Artificial Intelligence
November/ December	10/4	10/18	11/13	▪ Biosecurity ▪ Business ROI



Dairy Herd Management PRINT SPECS

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
2 Page Spread	14.5” x 9.625”	15.25” x 10.375”
Full Page	7” x 9.625”	7.75” x 10.375
½ Page Horizontal	7” x 4.75”	7.75” x 5.25”
½ Page Vertical	3.25” x 9.625”	3.75” x 10.375”
2/3 Page	4.375” x 9.625”	4.875” x 10.375”
Junior Page	4.375” x 6.625”	4.875” x 7.125”
1/3 Page Vertical	2.125” x 9.625”	2.625” x 10.375”
1/3 Page Horizontal	7” x 3”	7.75” x 3.375”
¼ Page Vertical	3.25” x 4.75”	
¼ Page Horizontal	4.375” x 3.5”	
1/6 Page Vertical	2.125” x 4.875”	
1/6 Page Horizontal	4.5” x 2.125”	

Magazine Trim Size: 7.5” x 10.125”

Printing Process: Web Offset

Binding Method: Saddle-stitched

File Format: PDF/X-1a

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

Photos and Graphics: All images within ads should be high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Submit Files To: Michelle Bauer, *mbauer@farmjournal.com*

Printed inserts should be sent to: LSC Communications
Attn: Jim Dunning
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MILK
Business Quarterly

NEW PRINT SPECS FOR MILK ONLY

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
Page	7.875” x 10.375”	8.625” x 11.125”
2 Page Spread	16.25” x 10.375”	17” x 11.125”
2/3 Page Vertical	4.875” x 10.375”	5.25” x 11.125”
Junior Page	4.875” x 7.25”	5.25” x 7.625”
½ Page Horizontal	7.875” x 5”	8.5” x 5.375”
½ Page Vertical	3.75” x 10.375”	4.125” x 11.125”
1/3 Page Vertical	2.375” x 10.375”	2.75” x 11.125”
1/3 Page Horizontal	7.875” x 3.375”	8.5” x 3.75”
1/3 Page Square	5” x 5”	
¼ Page Vertical	3.75” x 5”	
¼ Page Horizontal	5” x 3.75”	
1/6 Page Vertical	2.5” x 4.875”	
1/6 Page Horizontal	4.875” x 2.5”	

Magazine Trim Size: 8.375” x 10.875”

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.

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Farm Journal's PORK

Farm Journal's PORK is committed to providing cutting-edge information – both in the print and digital editions – that will help readers maximize efficiency, productivity and profitability while keeping animal well-being, sustainability and product quality at the top of readers' minds.

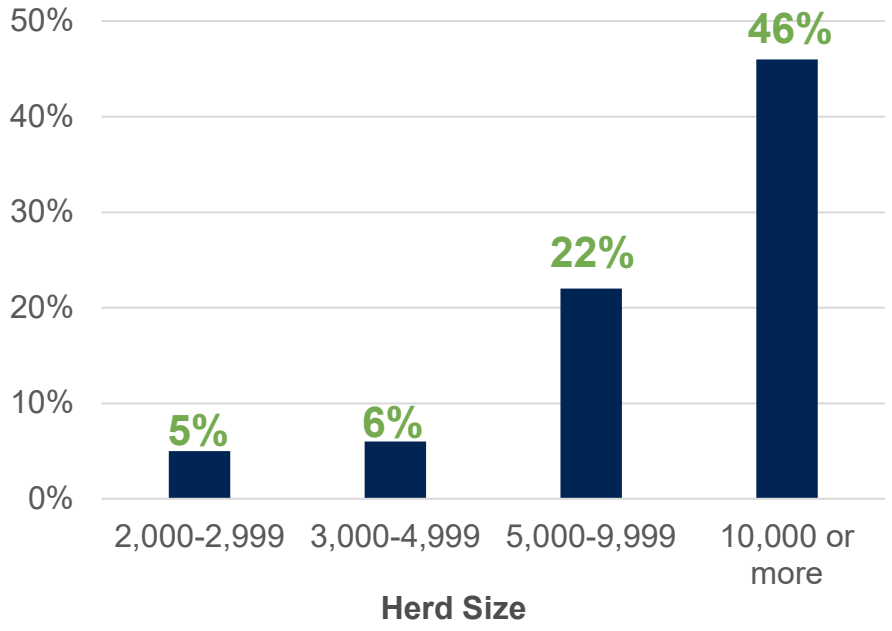
Farm Journal invests heavily in our print products as well as those products that support print. Whether it's print, digital, mobile, TV, radio, events or data, Farm Journal's PORK has never been better positioned to serve as your media partner. The market access and data we deliver to help you determine the best fit for your products and services are unmatched.

Farm Journal's PORK

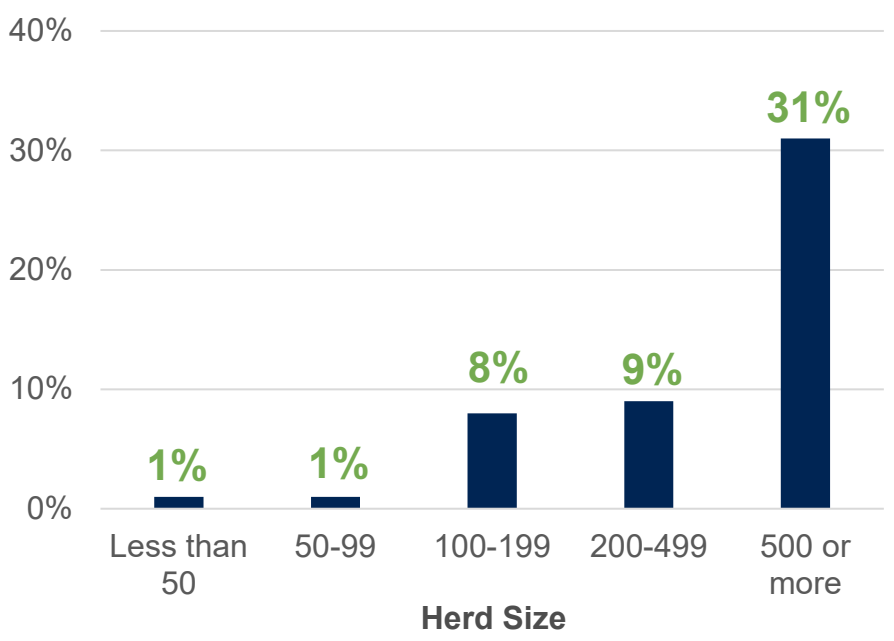
AUDIENCE FACTS & FIGURES

TOTAL CIRCULATION: 15,038

Hogs/Pigs Sold Annually



Sows on the Farm



Source: Alliance for Audited Media, Publisher's Statement, June 2022

PRODUCTION SCHEDULE & EDITORIAL CALENDAR

Farm Journal's PORK

	Closing Date	Materials Due	Mail Date	Editorial Content
January/ February	12/2	12/16	1/17	▪ 2023 Opportunities ▪ General Swine Health ▪ Biosecurity
March/April	2/6	2/17	3/21	▪ Baby Pig Health/Nutrition ▪ Genetics
May	3/24	4/5	5/4	▪ Sustainability ▪ Technology ▪ Ventilation/Buildings
June	4/7	4/19	5/18	▪ Animal Activism ▪ Disease Control ▪ Mental Health
July/August	6/12	6/23	7/25	▪ Labor ▪ Youth/Showpig ▪ Welfare
September	7/27	8/8	9/7	▪ Sow Health/Nutrition ▪ Sow Well-being ▪ Reproduction
October	8/21	9/1	10/3	▪ Weaned Pig Health/Nutrition ▪ Consumer Demand ▪ Data
November/ December	9/29	10/11	11/9	▪ 2023 Pork Outlook/Trends ▪ Marketing ▪ Succession Planning ▪ Readex Ad Study

**Tentative content and publishing schedule subject to change.*

Farm Journal's PORK

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
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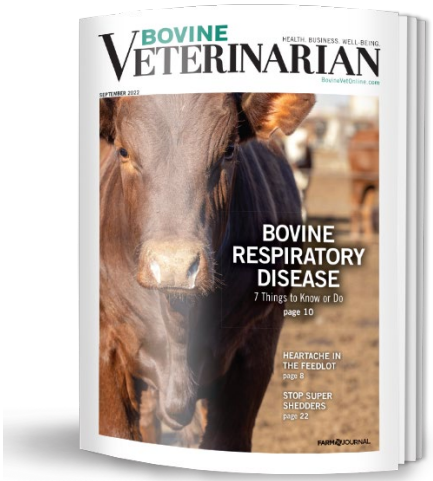
BOVINE VETERINARIAN

HEALTH. BUSINESS. WELL-BEING.

Bovine Veterinarian is the only business publication specifically targeted to veterinarians, nutritionists and consultants, whose practice includes care of either beef or dairy cattle. Both the print and digital editions focus on providing leading-edge information on animal care as well as information designed to improve their business and marketing skills.



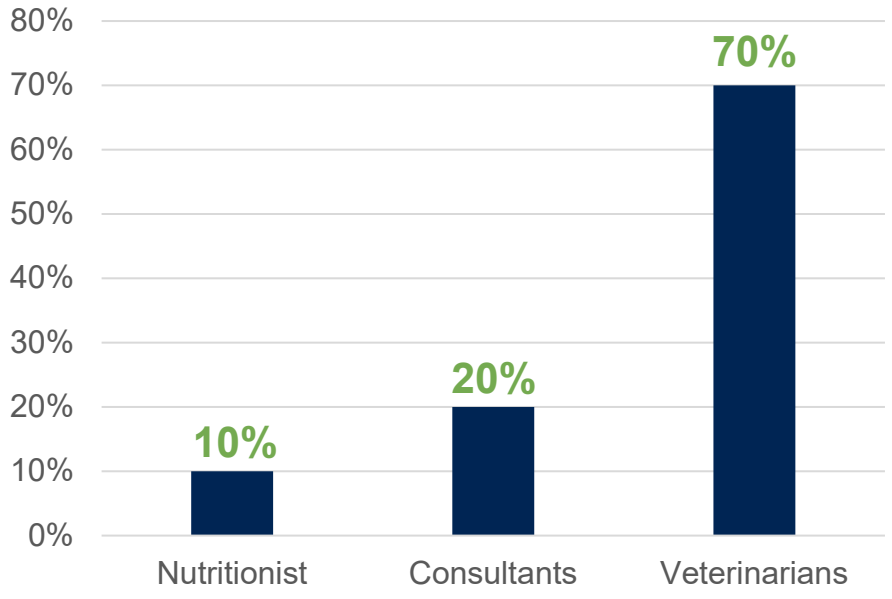
BOVINE VETERINARIAN HEALTH. BUSINESS. WELL-BEING.

AUDIENCE FACTS & FIGURES

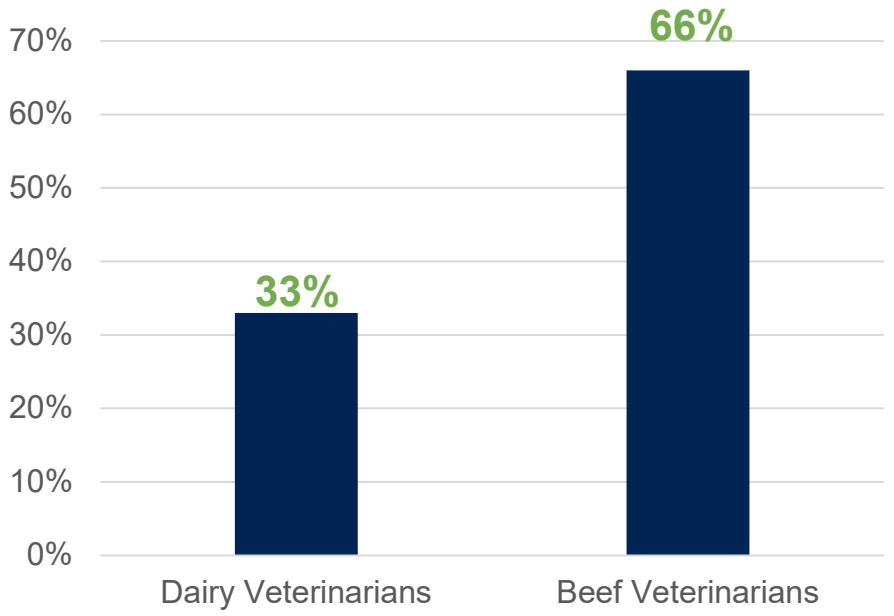
Bovine Veterinarian offers the most comprehensive reach to these critical audiences with information that directly impacts their clients and practices.

TOTAL CIRCULATION: 13,734

Job Title Breakout



Focus Breakout



Source: Alliance for Audited Media, Publisher's Statement, June 2022

PRODUCTION SCHEDULE & EDITORIAL CALENDAR

BOVINE VETERINARIAN
HEALTH. BUSINESS. WELL-BEING.

	Closing Date	Materials Due	Mail Date	Editorial Content
January	11/29	12/6	1/10	▪You Can Bandage That Treatment For Teats
February	12/29	1/6	2/7	▪ OTC Products Go Rx. Are You Ready? ▪ Salmonella Dublin Update
March/April	1/26	2/3	3/7	▪ Diagnostic Partnerships ▪ Online Resources ▪ Readex Study
May/June	3/16	3/24	4/25	▪ Building a Better Bovine ▪ Contracts & Negotiations
July/August	5/25	6/2	7/3	▪ Liver Health ▪ Lameness Factors
September	7/14	7/24	8/22	▪ Bovine Respiratory Disease Focus
October	8/17	8/25	9/26	▪ Acupuncture Pointers ▪ Bovines and Bees
November/ December	9/22	10/2	10/31	▪ The Calf Health Issue

**Tentative content and publishing schedule subject to change.*

BOVINE VETERINARIAN
HEALTH. BUSINESS. WELL-BEING.

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”
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2/3 Page	4.375” x 9.625”	4.875” x 10.375”
Junior Page	4.375” x 6.625”	4.875” x 7.125”
1/3 Page Vertical	2.125” x 9.625”	2.625” x 10.375”
1/3 Page Horizontal	7” x 3”	7.75” x 3.375”
¼ Page Vertical	3.25” x 4.75”	
¼ Page Horizontal	4.375” x 3.5”	
1/6 Page Vertical	2.125” x 4.875”	
1/6 Page Horizontal	4.5” x 2.125”	

Magazine Trim Size: 7.5” x 10.125”

Printing Process: Web Offset

Binding Method: Saddle-stitched

File Format: PDF/X-1a

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

Photos and Graphics: All images within ads should be high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Submit Files To: Michelle Bauer, *mbauer@farmjournal.com*

Printed inserts should be sent to: LSC Communications
Attn: Jim Dunning
1600 N. Main St.
Pontiac, IL 61764
Phone: (815) 844-1385

Right reserved to crop up to .1875” from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle stitch binding. Keep essential live matter at least .625” from bleed page width dimension at trim side of an ad. Keep type matter .25” from center fold in all gutter bleeds and .5” from bleed page depth dimension at head and foot of ad. For black & 1 color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

Use caution for facing page spreads. Slight variations in gutter alignment occur. Therefore, it is essential that reader matter, lettering, rules and detail images which may spread across gutter be avoided when possible.

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

PRECISION PRINT

TARGET AND CONNECT WITH YOUR AUDIENCE LIKE NEVER BEFORE

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

- Revolutionary high-impact print product
- Patented, market-exclusive platform
- Targeted delivery 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.

BOVINE VETERINARIAN
Dairy Herd Management
TOP STORY
Milk Prices for 2022 are Up - But So is Everything Else
Why Are Cheese Prices Not Increasing?
Setting the Sustainability Bar High
Managing Feed Efficiency with a Click of a Button
Butter Prices Remain High, Class III Milk Prices Climb
LATEST VIDEO
AGWEB
MARKET ANALYSIS
Early Strength in All but Cattle as Putin Expo
Comments Drive Big Rally in Wheat
MARKETS TODAY: OPEN
With Michelle Rook
DROVERS
Driving the Beef Market
Mission to Market: Expanding Oppor
Exports to the UK
Read More
Cattle and Beef Markets 2022 - The Sec
FarmJournal's PORK
View in Browser
August 11, 2022
Climb 27.3% in 2.5 Years?
BOVINE VETERINARIAN
CELEBRATE PREDICTABILITY WITH TRUSTED FERTILITY SOLUTIONS.
TOP STORY
Beef Calf Vigor Assessment Shows Importance of Suckle Reflex
AABP and AVC Develop Guidelines to Protect Veterinary Business in the Event of a Foreign Animal Disease Outbreak
Ring of Glory: Pennsylvania Teen Phases Dairy Dreams After Surviving
MARKET SNAPSHOT

DIGITAL

DROVERS

DIGITAL BY THE NUMBERS

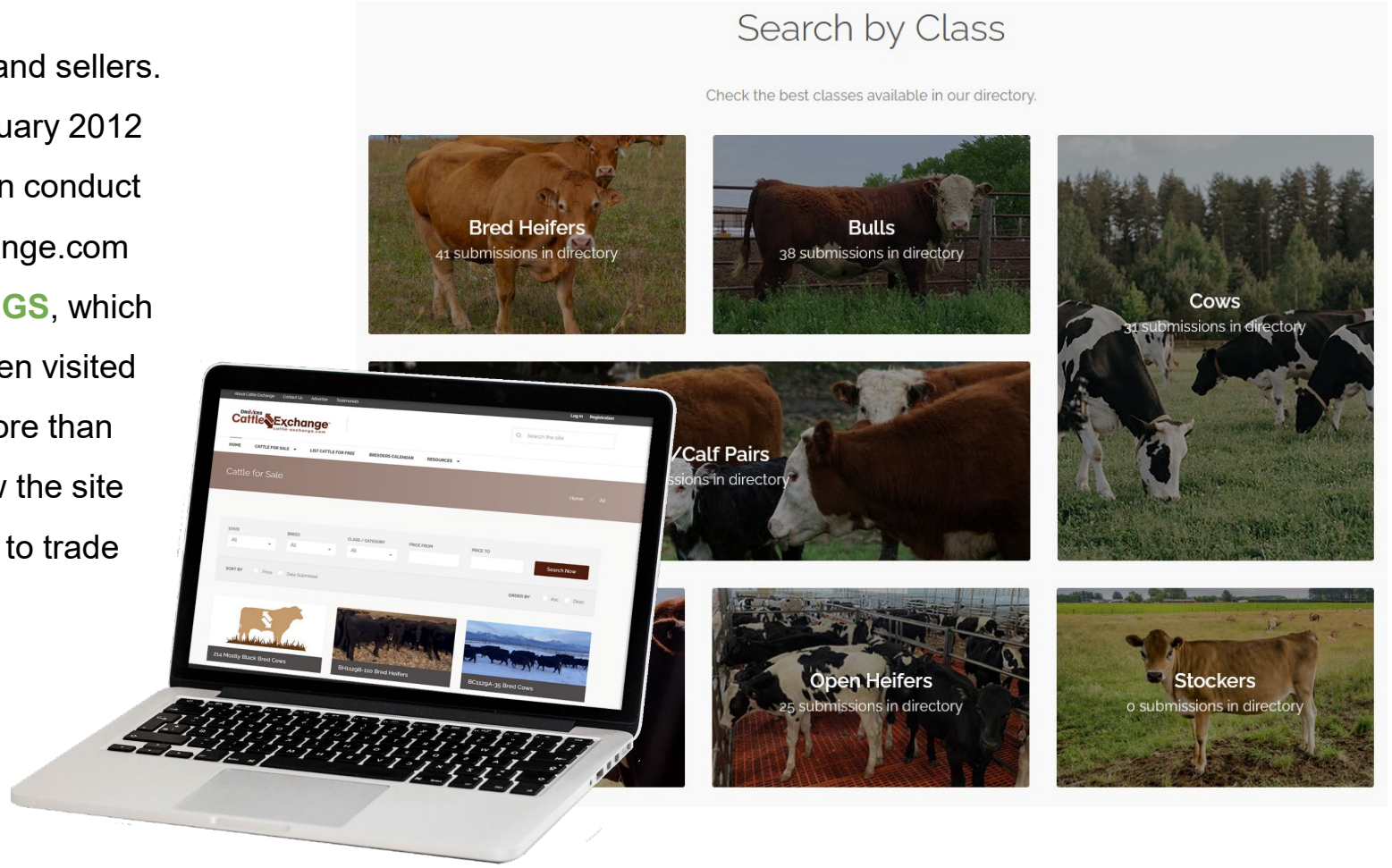
The progressive producers and managers you need to reach engage with our content through our **WEBSITE, eNEWSLETTER, DIGITAL EDITION** and **SOCIAL MEDIA**.

Average Monthly Pageviews	Average Monthly Users	eNewsletter Subscribers	Total Combined Qualified Circulation
252,373	**126,841**	**91,603**	**175,018**

Facebook Followers	Twitter Followers	Instagram Followers
38,000	**18,176**	**7,227**

DROVERS Cattle Exchange™
cattle-exchange.com

Cattle-Exchange website connects cattle buyers and sellers. It was launched by Beef Today magazine in January 2012 with a mission to revolutionize the way cattlemen conduct business. Since its launch, on the Cattle-Exchange.com **SELLERS POSTED MORE THAN 4,000 LISTINGS**, which translates into more than 300,000 head, has been visited by more than 100,000 people and received more than **1.3 MILLION INDIVIDUAL PAGE VIEWS**. Now the site is seeing both buyers and sellers coming back to trade cattle on a regular basis.



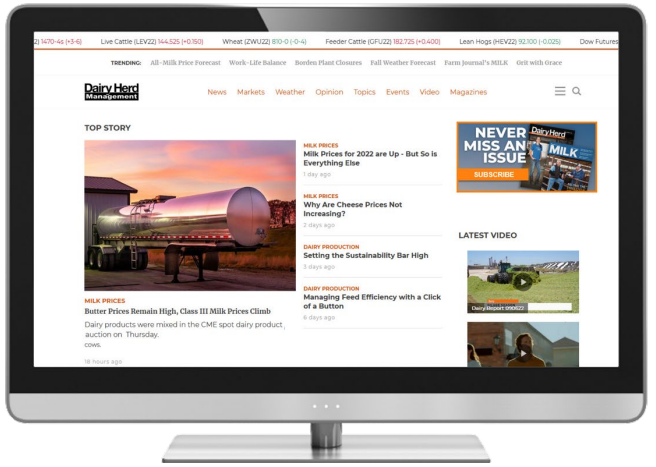
Dairy Herd Management

DIGITAL BY THE NUMBERS

The progressive producers and managers you need to reach engage with our content through our **WEBSITE, eNEWSLETTER, DIGITAL EDITION** and **SOCIAL MEDIA**.

Average Monthly Pageviews	Average Monthly Users	eNewsletter Subscribers	Total Combined Qualified Circulation
160,600	**74,584**	**144,685**	**62,538**

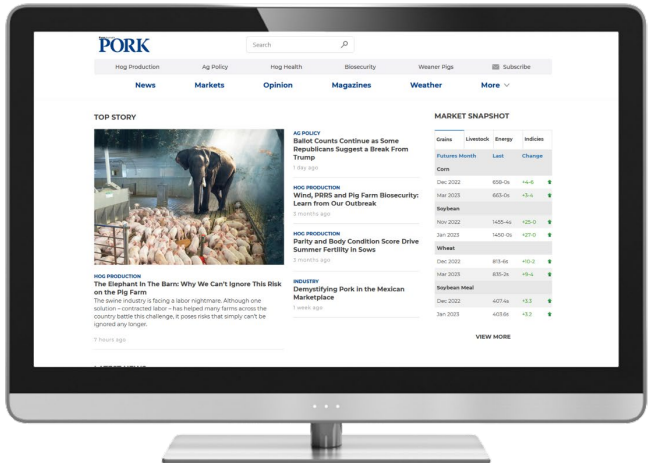
Facebook Followers	Twitter Followers	Instagram Followers
33,000	**14,074**	**2,232**



Farm Journal's PORK

DIGITAL BY THE NUMBERS

The progressive producers and managers you need to reach engage with our content through our **WEBSITE, eNEWSLETTER, DIGITAL EDITION** and **SOCIAL MEDIA**.



Average Monthly Pageviews	Average Monthly Users	eNewsletter Subscribers	Total Combined Qualified Circulation
93,559	**49,846**	**16,936**	**15,000**

Facebook Followers	Twitter Followers	Instagram Followers
>14,000	**7,000**	**778**

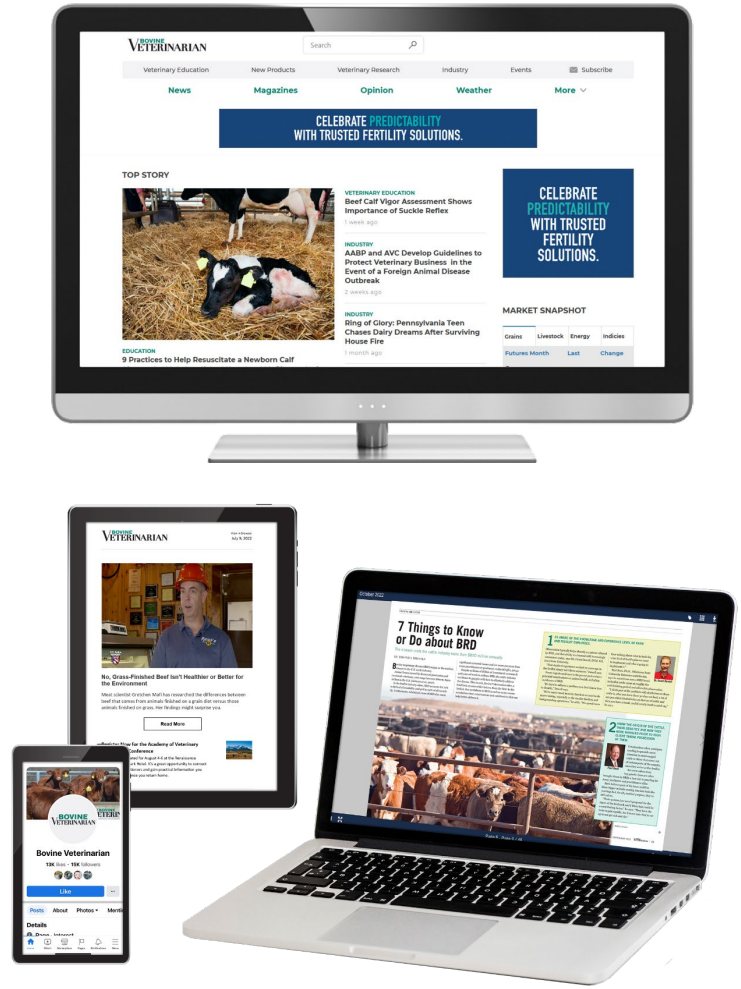
BOVINE VETERINARIAN
HEALTH. BUSINESS. WELL-BEING.

DIGITAL BY THE NUMBERS

The veterinarians, nutritionists and consultants you need to reach engage with our content through our **WEBSITE, eNEWSLETTER, DIGITAL EDITION** and **SOCIAL MEDIA**.

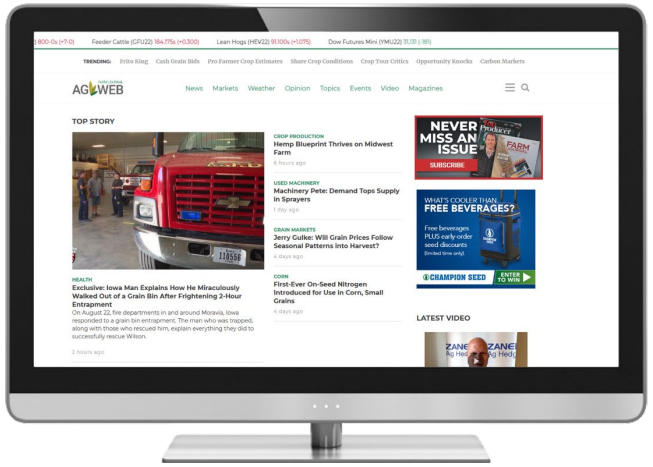
Average Monthly Pageviews	Average Monthly Users	eNewsletter Subscribers	Total Combined Qualified Circulation
34,108	**20,964**	**12,313**	**15,000**

Facebook Followers	Twitter Followers
>15,000	**4,092**



FARM | JOURNAL AGWEB

AgWeb.com is agriculture's **No. 1 website** for industry information and market activity. Daily online news and information from various Farm Journal properties deliver all the information farmers want, when and where they want it.



Average Monthly Pageviews
3,302,944

Average Monthly Users
754,623

eNewsletter Subscribers
173,171

Mobile Audience Subscribers
100,000

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

Facebook Followers
58,000

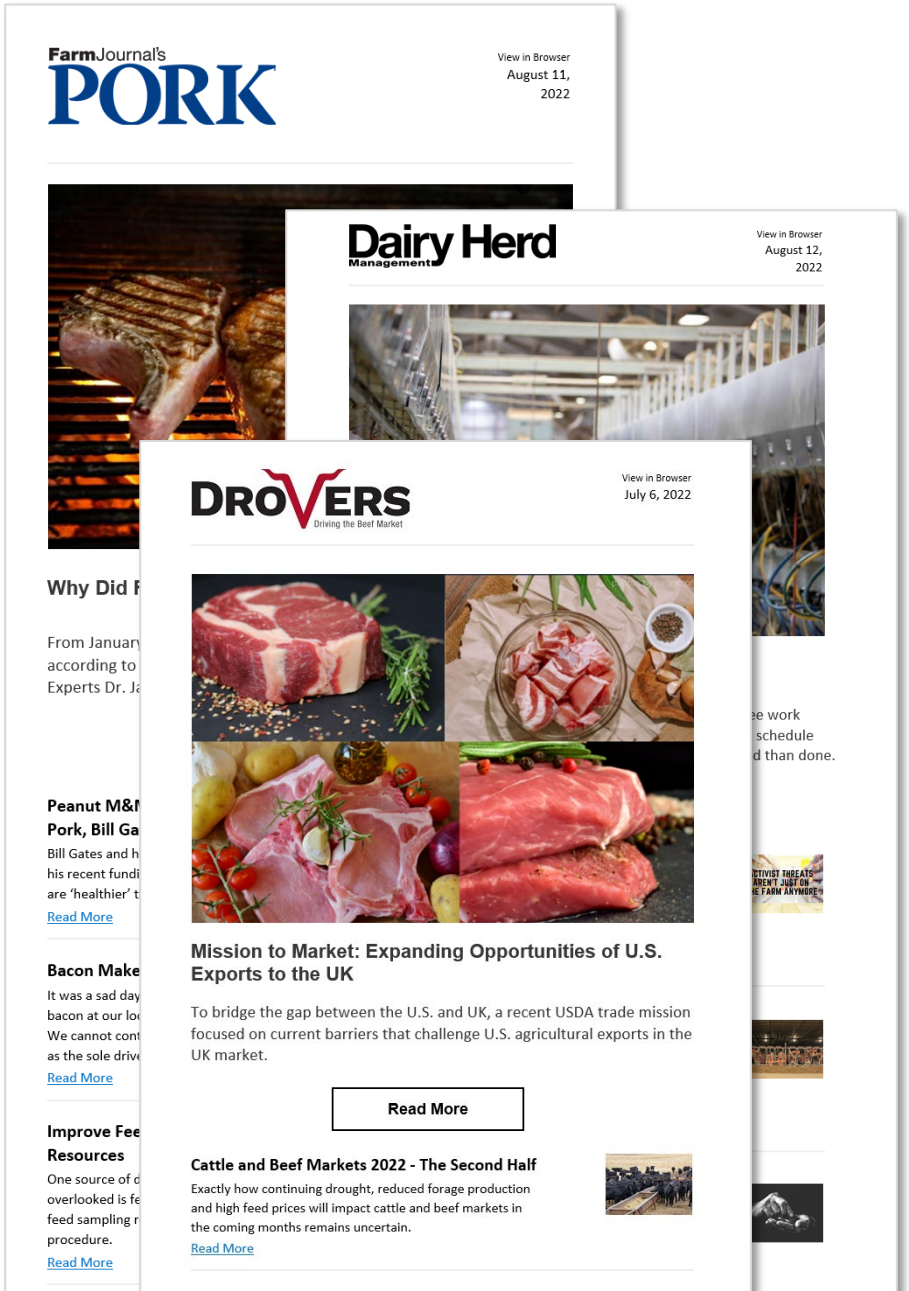
Twitter Followers
87,000

ENEWSLETTERS - 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
Drovers Daily	Daily	91,603	The latest cattle industry news and features delivered daily to keep you informed of industry issues.
BoVet Week in Review	Weekly	12,313	A snapshot of the week's most important business management and production news items impacting the bovine veterinarian industry.
MILK Business Daily	Daily	15,297	Sometimes you don't need all of the news. Just the essentials. Get the news that kickstarts your day, skimmed right off the top.
Dairy Calf & Heifer	Monthly	8,323	Calf health, nutrition & management information monthly to dairy calf & heifer producers.
Dairy Herd Daily	Daily	27,689	The latest dairy industry news, information and special features delivered daily in an easy-to-read format.
Dairy Nutritionist Network	Monthly	1,773	Delivered monthly to independent and feed company nutritionists, as well as university researchers and nutrition-related professionals.
PORK Professional	Monthly	2,112	Highlights the latest information and research in swine health and nutrition.
PORK Daily	Daily	14,824	The latest pork industry news, information and special features delivered daily in an easy to read format.
AgWeb Daily	Daily	173,171	The day's top agricultural news focusing on markets, business, service pieces, machinery and livestock.

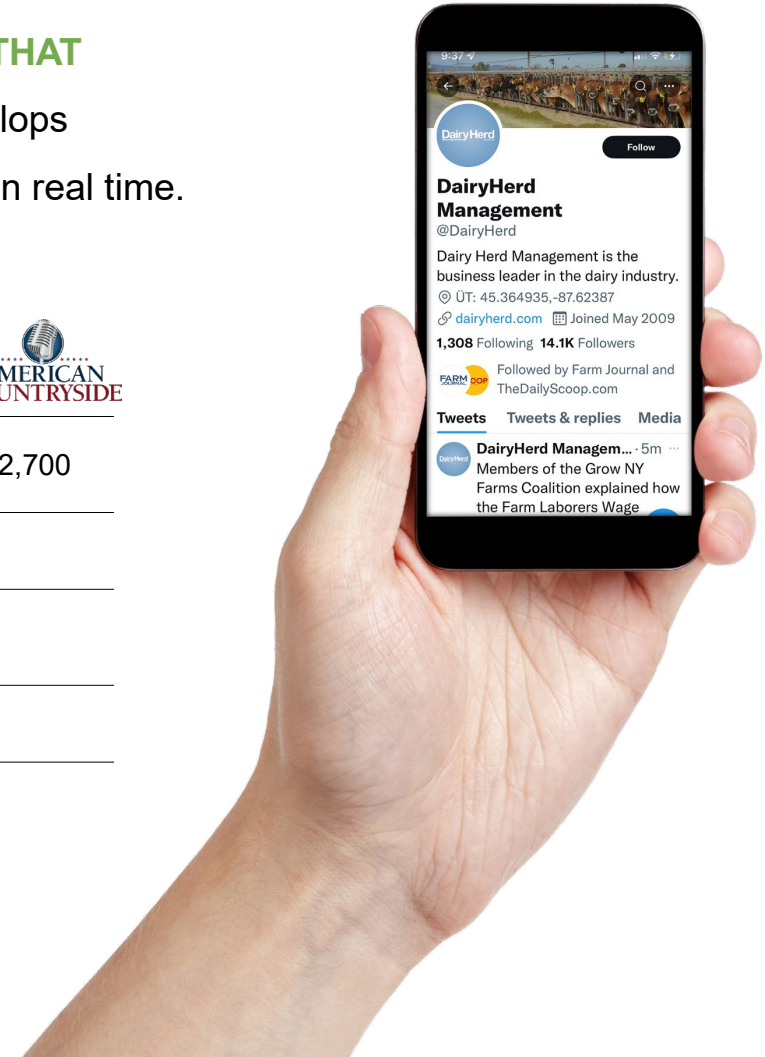


SOCIAL PLATFORMS

We communicate directly and daily through our vibrant, active Facebook, Twitter, Instagram and LinkedIn pages. As one of the best ways readers engage with our brands, **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.

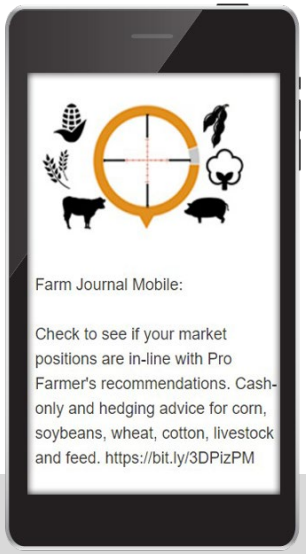
	DROVERS	Dairy Herd Management	PORK	BOVINE VETERINARIAN	AGWEB	AGDAY	U.S. FARM REPORT	MACHINERY PETE TV	AgriTalk The Voice of Rural America	AMERICAN COUNTRYSIDE
Facebook	43,891	37,166	14,306	13,208	38,234	222,995	69,180	178,222	3,330	2,700
Twitter	18,176	14,074	6,972	4,092	37,600	12,662	15,702	41,800	15,300	
Instagram	7,227	2,232	778		2,534					
LinkedIn		22,254	143							

**As of October 2022*



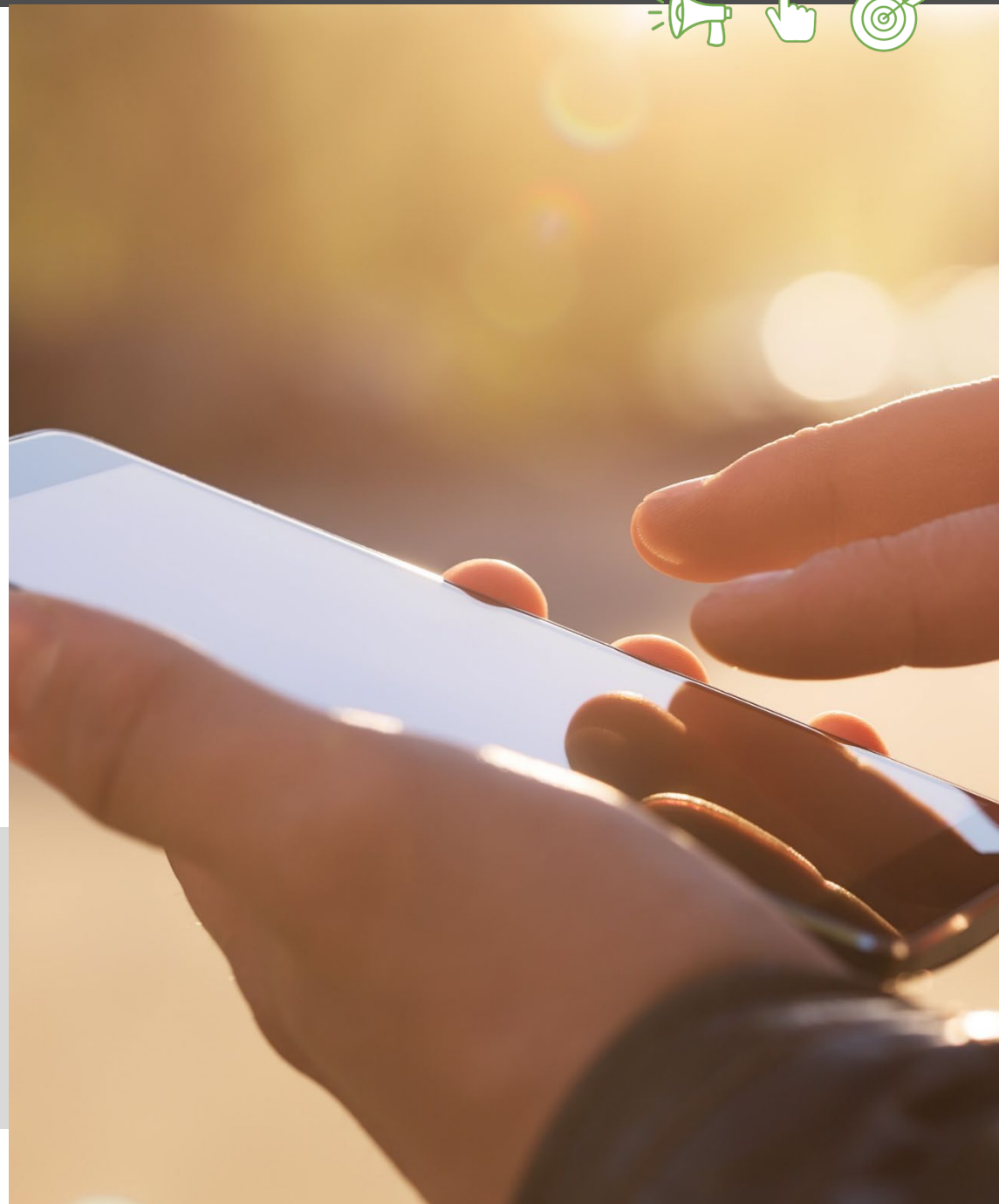
MOBILE AUDIENCE

Mobile messaging is the quickest and most direct ways to connect with your audience wherever they are – in the field or at their desk.



22,000 SUBSCRIBERS

in the mobile database for livestock



PROGRAMMATIC

PRECISION REACH™
DATA DRIVEN PROGRAMMATIC

Precision Reach Data Driven Programmatic Powered by Farm Journal

Unlock the power of programmatic advertising and reach livestock producers 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:

- Beef
- Dairy
- Pork
- Poultry
- Veterinarians
- Nutritionists
- Consultants
- Other

Job Type

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

Behavioral

- Vaccine Interest
- Genetics Interest
- Dairy Tech
- Food Processing & Farming
- Other

TACTICS:

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

AgriTalk
AgDay
MARKETS TO
OPE
With Michelle
U.S. FA
REPORT
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

AgDay

Drovers Radio:

Latest beef industry news with Drovers team and Chip Flory

Weekly: Thursdays

Sponsorship includes:

- Opening :10 billboard
- Accompanying :30 or :60 commercial

Minimum 13-week commitment required

Net price:

- :30 $28,600
- :60 $57,200

The Dairy Report:

Latest dairy industry news with the Dairy Herd Management/MILK team

Weekly: Tuesdays

Sponsorship includes:

- Opening :10 billboard
- Accompanying :30 or :60 commercial

Minimum 13-week commitment required

Net price:

- :30 $28,600
- :60 $57,200

MILK Business Quarterly Cover Series

An ongoing series of special reports featuring a video profile of every MILK Business Quarterly cover producer.

Story airs on: AgDay, U.S. Farm Report and is available on AgWeb and YouTube

Exclusive sponsorship package includes:

- Billboard (:10) to kick off each special report segment
- Accompanying media schedule on:
  - AgDay, :30 commercials (20)
  - U.S. Farm Report, :30 commercials (4)

Package Investment: $50,000 for full series
Package Value: $60,000

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

AgriTalk
The Voice of Rural America

Drovers Radio:

Latest beef industry news with Drovers team and Chip Flory

Weekly: Thursdays

Sponsorship includes:

- Opening billboard
- Accompanying :30 or :60 commercial

Minimum 13-week commitment required

Net price:

- :30 $11,050
- :60 $22,100

The Dairy Report:

Latest dairy industry news with the Dairy Herd Management/MILK team

Weekly: Tuesdays

Sponsorship includes:

- Opening billboard
- Accompanying :30 or :60 commercial

Minimum 13-week commitment required

Net price:

- :30 $11,050
- :60 $22,100

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)

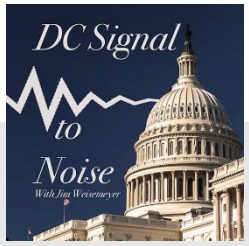
2022 YTD:
+53% vs. 2021

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.

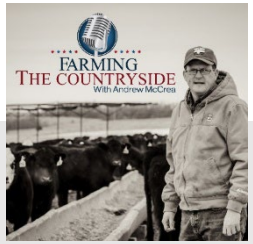


7,377

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

MILK Business Conference

Paris Hotel Las Vegas

December 13-15, 2022

The only event that focuses exclusively on every business aspect of forward-thinking operations.

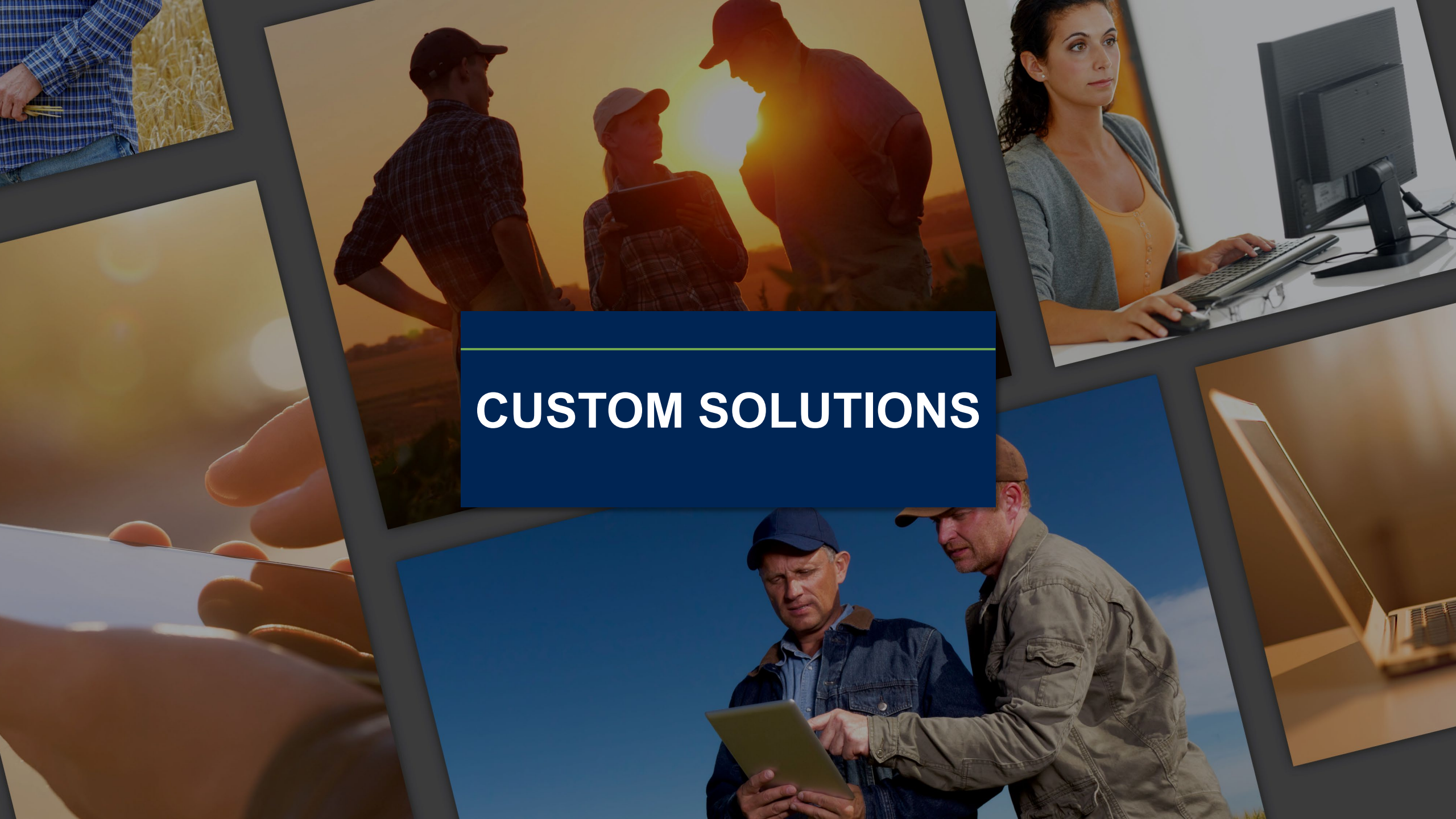
BOLD DIRECTIONS are the result of strong leadership and intentional action, and in these unprecedented times it is critical to think differently about the future of your dairy. Join us at the 2022 MILK Business Conference in Las Vegas as we explore the decisions and opportunities that can set your dairy on the path of **BOLD DIRECTIONS**.

Attendees Represent

- 33 states, 3 countries
- 4,383 average herd size
- 2,569 average acres
- 388 total attendees

2023 Tentative Date and Location:

November 28-30, Caesars Palace Las Vegas Hotel and Casino



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

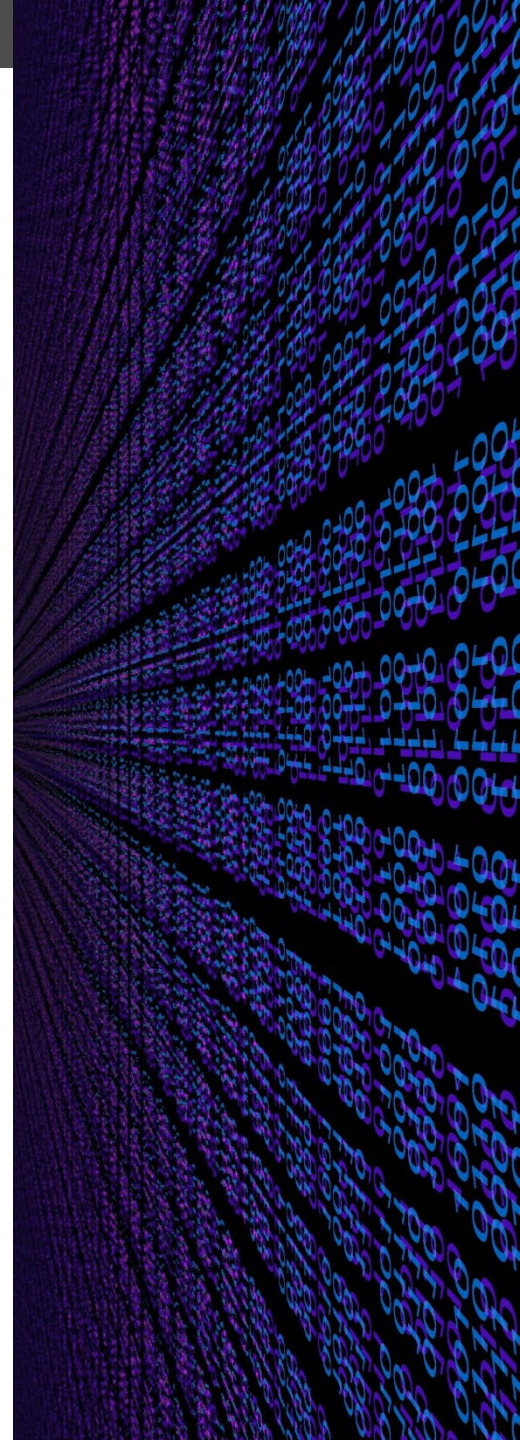
- **4.1 million records** in a database fueled by proprietary first-party exchanges, cleansed USDA data and fed daily by the most robust behavioral insights engine in agriculture.

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

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

Rhonda Brooks

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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amccullough@farmjournal.com

Peter Rupert
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Leah Mindemann
Leah.Mindemann@bock-assoc.com

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