



# FARM JOURNAL

## BOVINE VETERINARIAN MARKETING KIT

2024

**DROVERS**  
Driving the Beef Market

**Dairy Herd**  
Management

**MILK**  
Business Quarterly

Farm Journal's  
**PORK**

**BOVINE**  
VETERINARIAN

**MILK**  
Business Conference



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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.

ROW CROP	LIVESTOCK	PRODUCE	BUSINESS INFO	BROADCAST

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# 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.

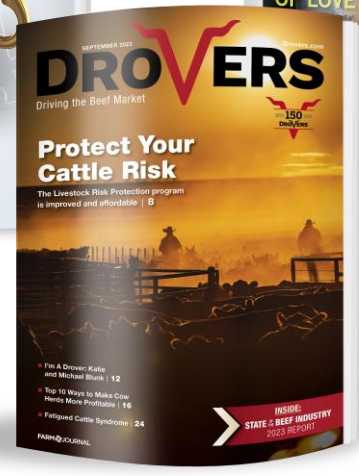
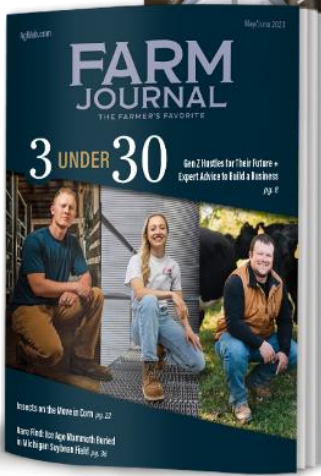
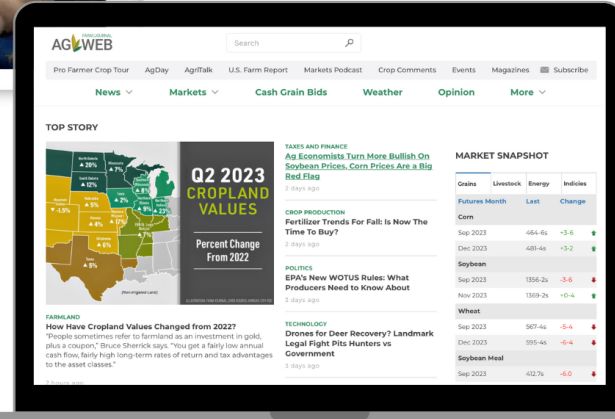
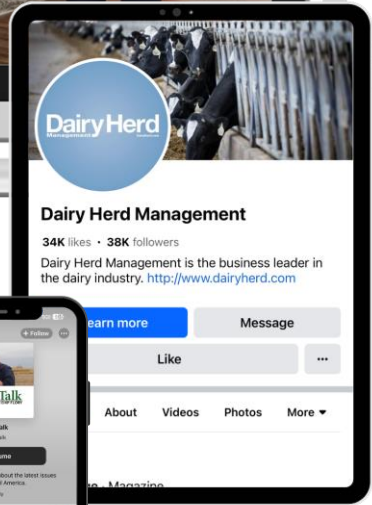
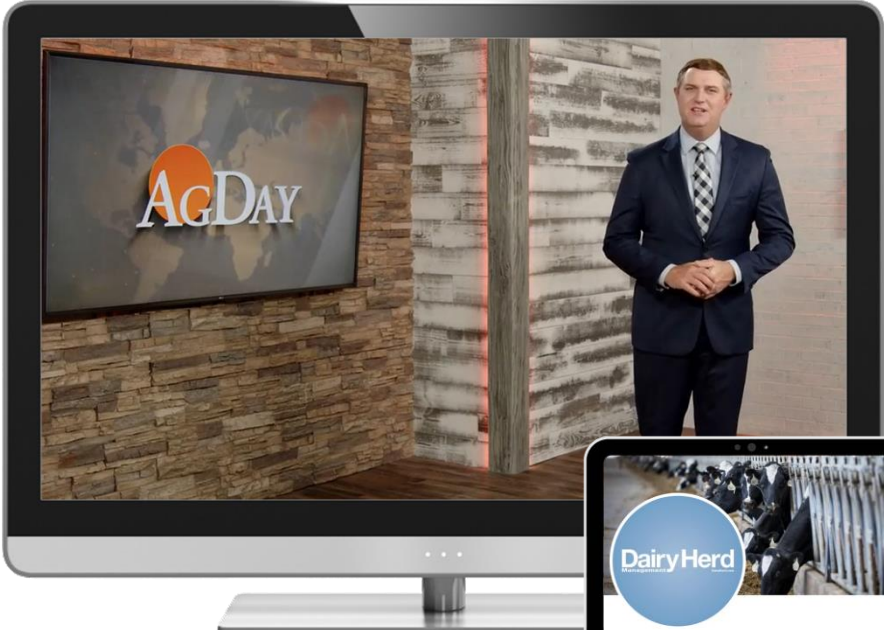
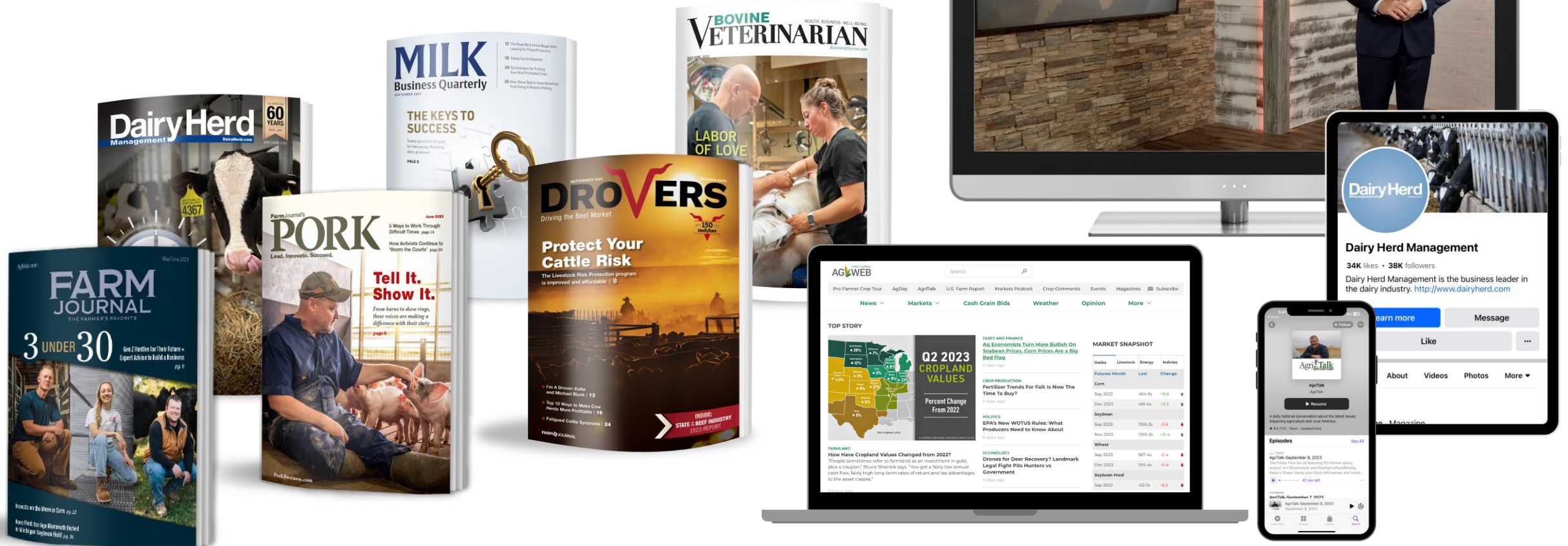


## THOUGHT LEADERSHIP

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's diverse content team can help you deliver the **RIGHT MESSAGE** to the **RIGHT PEOPLE** at the **RIGHT TIME**.



# FARM JOURNAL OVERALL DATABASE REACH



Total Reach:

**14,061,937+**



Premium Magazine:

**446,704**

Subscribers



Websites:

**11,448,726**

Unique Users



Mobile Text Messaging:

**107,000**

Subscribers



Targeted E-mail:

**485,865**

Subscribers



National Syndicated  
Radio & Streaming  
Audio:

**234,602+**

Listeners



Television:

**858,250+**

Viewers



eNewsletters:

**474,290**

Subscribers



Events:

**6,500+**

Attendees

# LIVESTOCK DATABASE REACH



Total Reach:  
**4,400,243+**



Premium Magazine:

**203,674**

Subscribers



Websites:

**2,888,126**

Unique Users



Mobile Text Messaging:

**22,000**

Subscribers



Targeted E-mail:

**55,869**

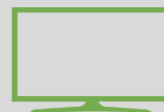
Subscribers



National Syndicated  
Radio & Streaming  
Audio:

**234,602+**

Listeners



Television:

**858,250+**

Viewers



eNewsletters:

**137,322**

Subscribers



Events:

**400+**

Attendees



# 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

August 2023

# DROVERS

Driving the Beef Market

## Decision Time

Capture the full potential value of your calves. | 8

Drovers.com

150th Anniversary

Farm Journal's

# PORK

Lead. Innovate. Succeed.

## Prioritize People

Don't forget to support your employees during uncertain times

page 6

July/August 2023

How Can You Weather the Storm? page 10

Put Intention Behind Your Incentives page 14

# Milk Business Quarterly

MAY 2023

## Greener Pastures

Next Exit ↗

### ALL SIGNS LEAD TO SOUTH DAKOTA

Supportive infrastructure rolls out welcome mat for producers and their cows

PAGE 6

DAIRYHERD.COM

FARM JOURNAL

September 2023

# DROVERS

## 5 Ways to Improve Sow Longevity

page 10

## From Fighter Pilot to Pig Farmer

page 22

Up of track to farm.

# MILK Business Quarterly

MARCH 2023

## Emotional Dimension of Feeding Livestock

16

2022 NBOA Results | 14

I'm A Drovers Farm, Fence, Repeat | 12

FARM JOURNAL

# Dairy Herd Management

September 2023

## Sustainable Then, Sustainable Now

New sustainability efforts drive these two dairies forward

Page 6

60 YEARS

DAIRYHERD.COM

# BOVINE VETERINARY

SEPTEMBER 2023

## TOO MUCH A GOOD

Could fewer vaccinations of BRD in beef?

September 2023

# DROVERS

Drovers.com

# MILK Business Quarterly

MARCH 2023

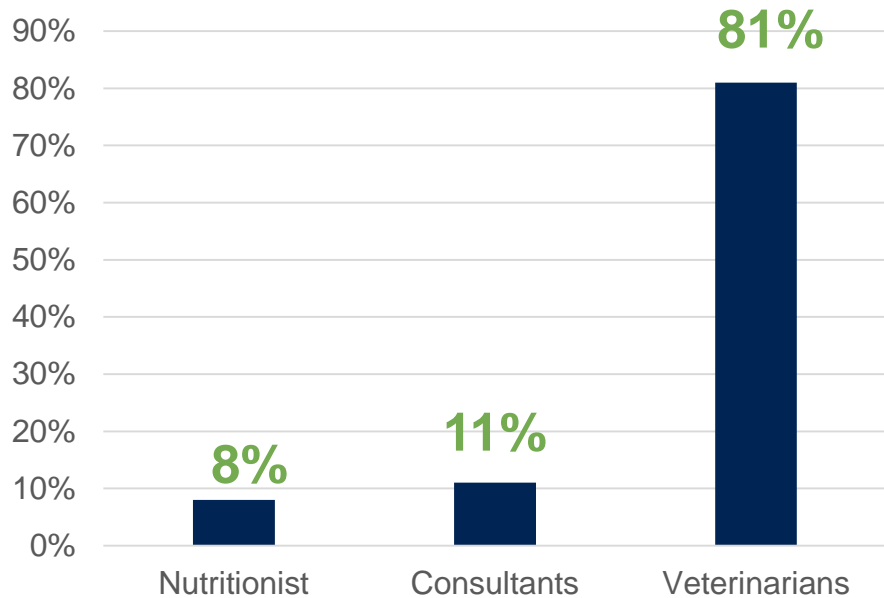
- 14 How One Dairy Offers Side Share as an Employee Incentive
- 22 Drought-Stricken Tight to Attract and Retain Great Employees
- 30 Dairy's Biggest Threats: Trends and Implications for Producers
- 34 Water Scarcity: How Will We Feed Our Cows in the Future?

# 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.

## Job Title Breakout



Source: Publisher's own data.

**TOTAL SUBSCRIBERS: 13,680**



# BOVINE VETERINARIAN

HEALTH. BUSINESS. WELL-BEING.

## IN EVERY ISSUE



**Rhonda Brooks** is the editor of Bovine Veterinarian. She shares her insight through an editor's column at the beginning of every issue.



### EDITORIAL KEY PILLARS

Beef & Dairy Cattle Care

Technology & New Products

Business Management

Animal Health & Nutrition



**BOVINE** HEALTH. BUSINESS. WELL-BEING.  
**VETERINARIAN**  
2024 Editorial calendar & Print  
Production Schedule



# BOVINE VETERINARIAN

HEALTH. BUSINESS. WELL-BEING.

## 2024 PRINT RATES

### Bovine Veterinarian

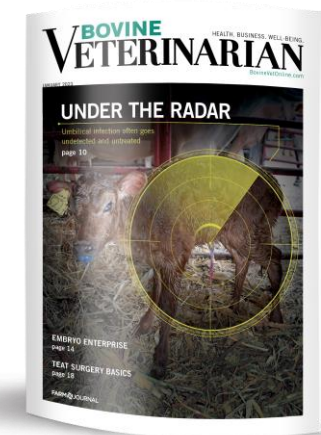
Four Color	1x	6x	12x	24x
2-page spread	\$12,353	\$11,862	\$11,365	\$10,869
1-page	\$6,179	\$5,931	\$5,683	\$5,434
2/3 page	\$4,816	\$4,626	\$4,435	\$4,239
1/2-page spread	\$8,651	\$8,304	\$7,958	\$7,611
Junior page	\$4,325	\$4,152	\$3,979	\$3,806
1/2 page	\$4,077	\$3,915	\$3,748	\$3,586
1/3 page	\$3,090	\$2,963	\$2,841	\$2,720
1/4 page	\$2,720	\$2,610	\$2,501	\$2,391
1/6 page	\$2,345	\$2,252	\$2,160	\$2,067

### Marketplace

Four Color	1x	6x
1/2 page	\$1,790	\$1,721
1/3 page	\$1,421	\$1,363
1/4 page	\$1,051	\$1,011
1/6 page	\$924	\$889
1/8 page	\$739	\$710

Marketplace ads are in the back of the magazine with multiple ads per page.

\*All rates are net full run and 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"
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](mailto:mbauer@farmjournal.com)

**Printed inserts should be sent to:** LSC Communications  
 Scott Harbison  
 1600 North Main Street  
 Pontiac, IL 61764  
 815-844-1788

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

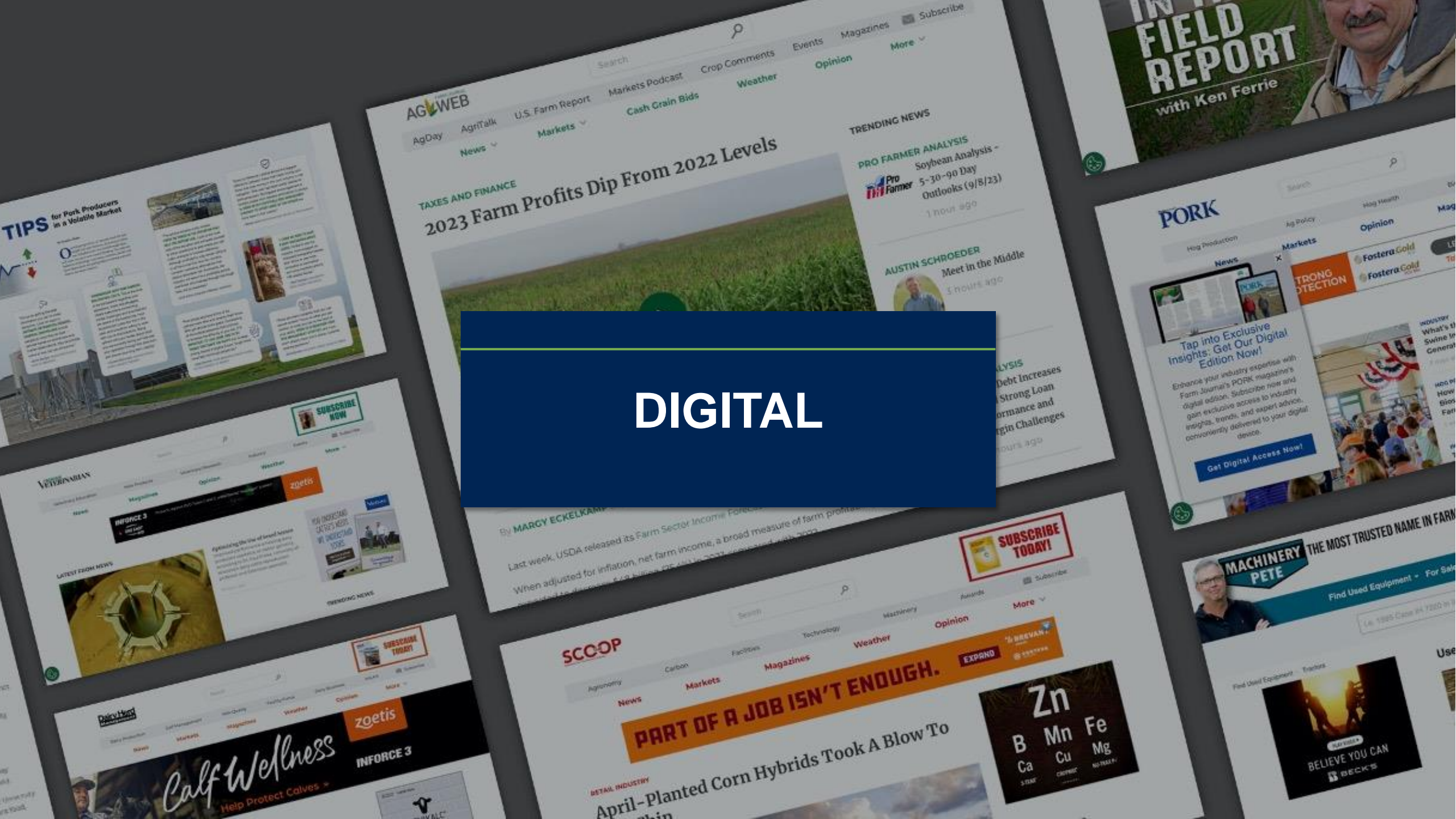
Put your brand into the hands of a critical audience of ag advisers through Precision Print.

- 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

# BOVINE VETERINARIAN

HEALTH. BUSINESS. WELL-BEING.

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

**24,805**



Average Monthly Users

**14,997**



eNewsletter Subscribers

**13,151**



Total Combined Qualified Circulation

**15,036**



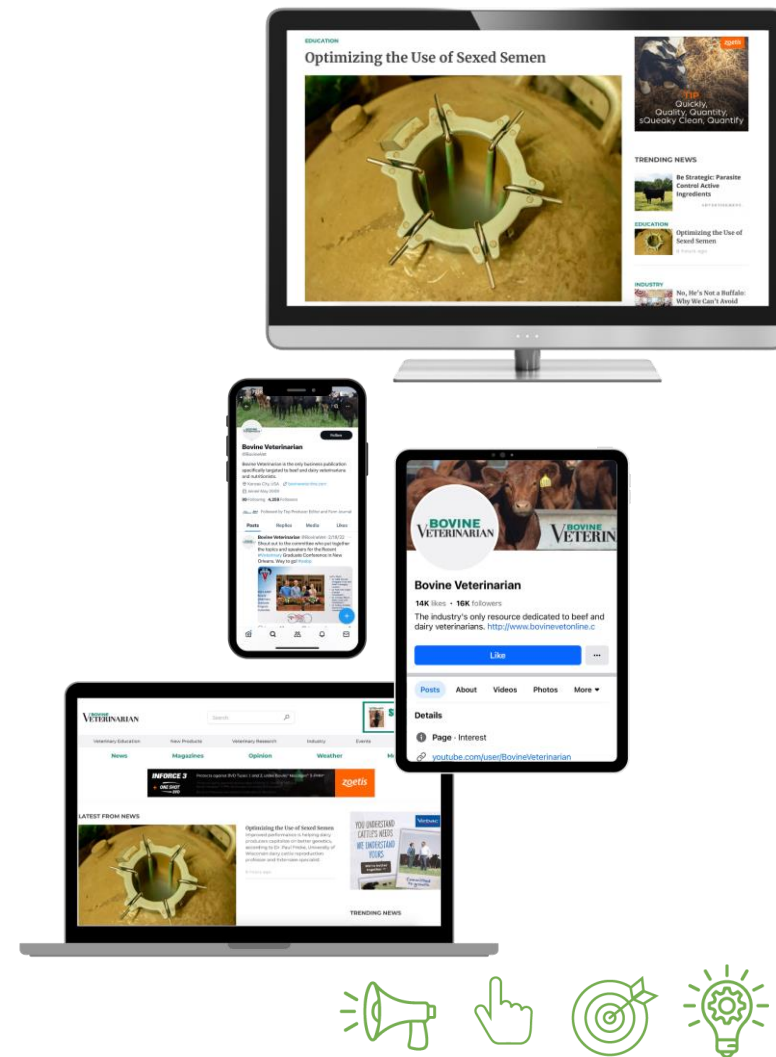
Facebook Followers

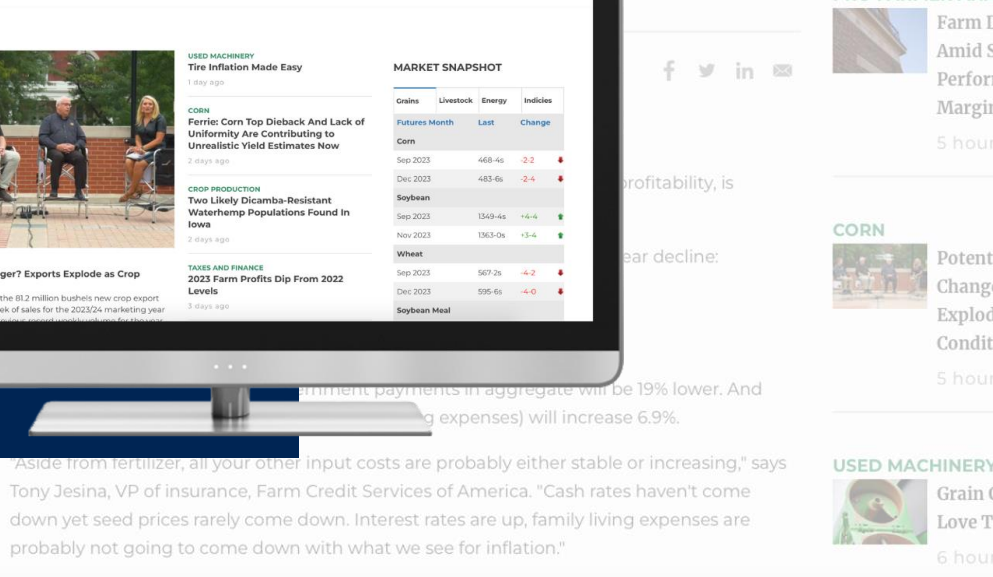
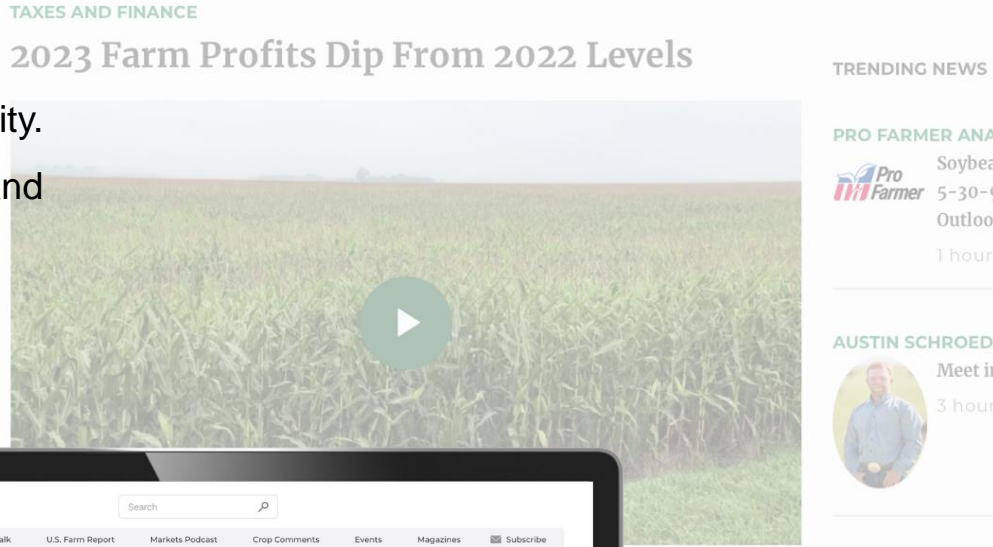
**16,000**



Twitter Followers

**4,258**





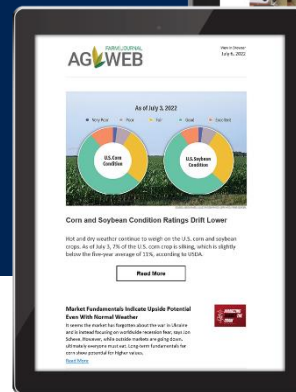
AgWeb.com is agriculture's **No. 1 website** for industry information and market activity. In fact, farmers who control a combined 80 million acres engage with AgWeb each and every day. With more than **2.2 million pageviews** and **440,000 unique visitors** each month, AgWeb also is a powerhouse content 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: **2,267,261**

Average Monthly Users: **444,628**

AgWeb Daily eNewsletter Subscribers: **173,171**







The owner-operators and farm managers you need to reach engage with our content through **MULTIPLE DIGITAL MEDIUMS** through high impact editorial experiences.




**Facebook**  
~ 59,000 followers



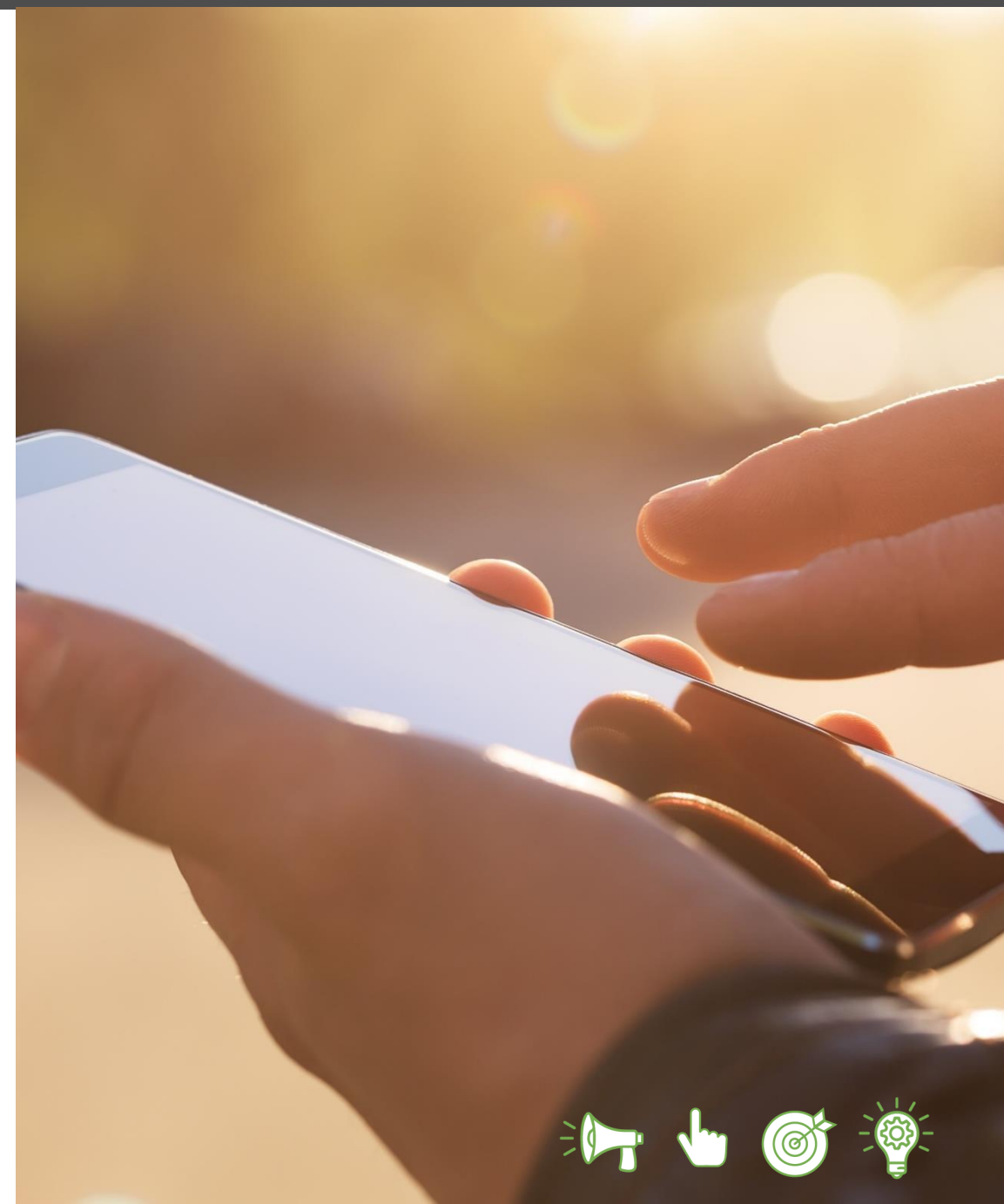
**Twitter**  
> 97,000 followers



**Mobile Audience**  
36,000 row crop farmer subscribers



**eBlast Audience**  
89,377 row crop farmers in the mailable third-party database



# 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
<b>BoVet Week in Review</b>	Weekly	13,151	A snapshot of the week's most important business management and production news items impacting the bovine veterinarian industry.
<b>AgWeb Daily</b>	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 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.

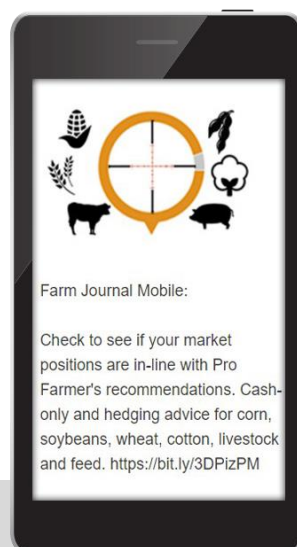


Facebook	40,000	59,000		45,000	37,000	14,000	16,000	35,000	72,000	196,000	3,800	3,100
Twitter	38,800	97,600	5,012	18,900	14,200	8,450	4,258	18,900	17,500	48,300	16,400	
Instagram	2,739	5,282		7,638	2,544	780		1,429	258	67,000		
LinkedIn		25,333	386		28,362	1,412				1,244		



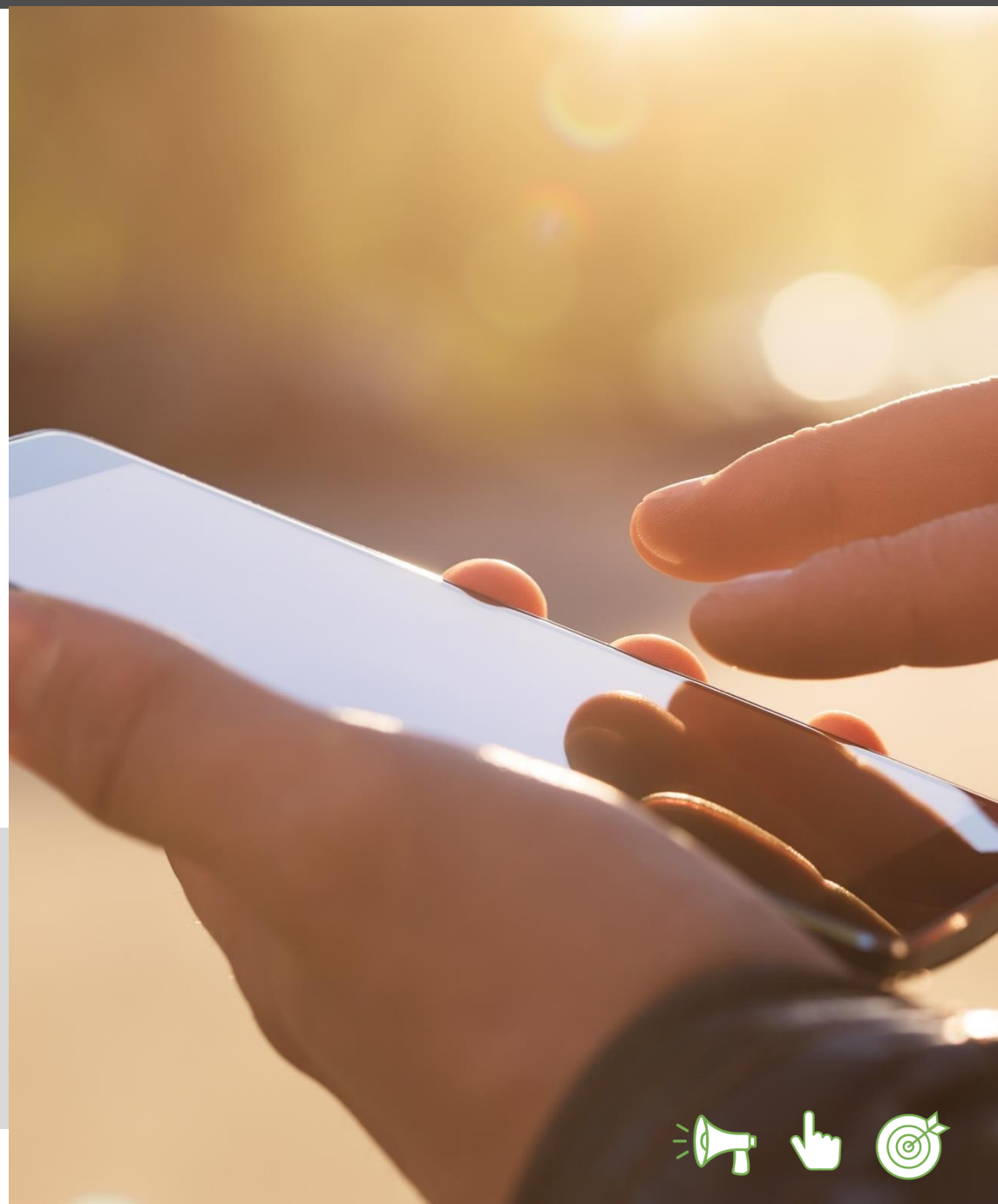
# LIVESTOCK MOBILE SUBSCRIBERS

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



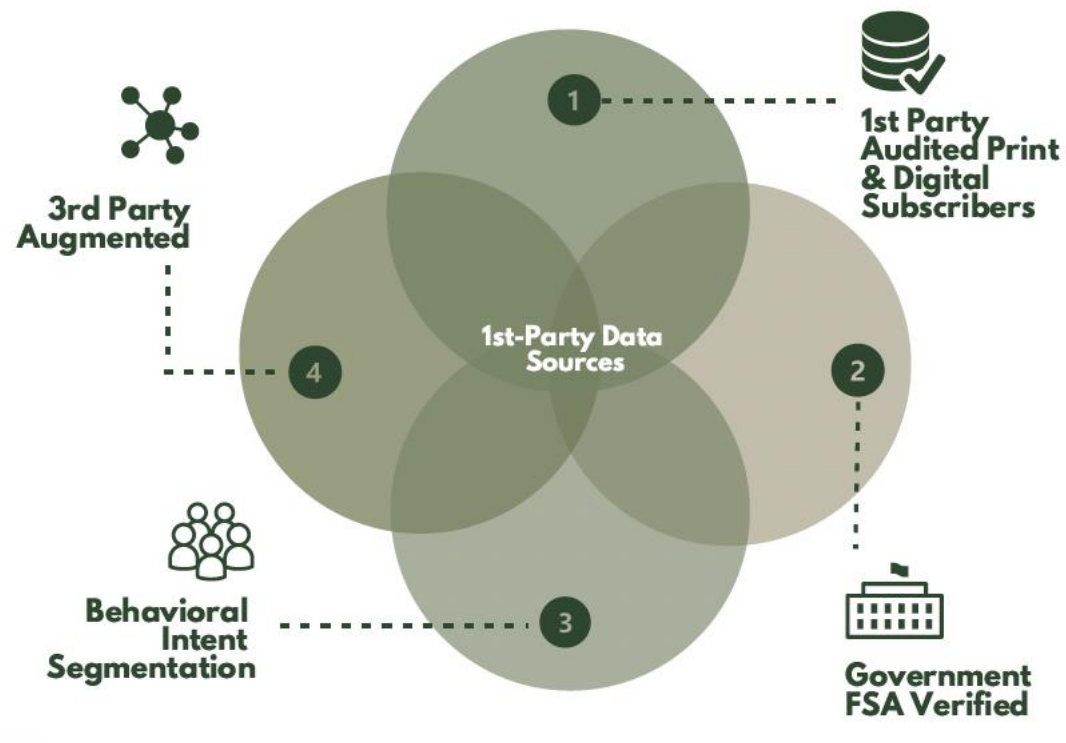


# PRECISION REACH™

DATA DRIVEN PROGRAMMATIC

## Robust First-Party Agriculture Database

Partnering with Farm Journal's Trusted Intelligence Program provides Precision Reach access to the largest, richest and most accurate dataset across the entire ag value chain, allowing you to precisely reach the optimal audience for maximum efficiency and ROI. For companies looking to digitally target unique agriculture audiences, Precision Reach has a segmentation that's right for you, connecting your ads to farmer audiences across all devices wherever they go online.







# PRECISION REACH™

DATA DRIVEN PROGRAMMATIC

## Ag-Centric Digital Strategies

Maximize your marketing dollars with a high frequency advertising solution, choosing your audience and tactics.








1

### Audience

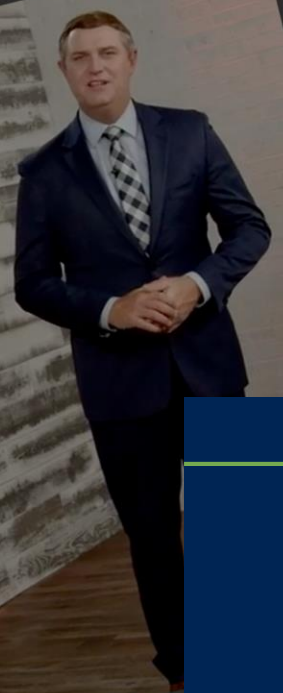
- Farmers
- Livestock Producers
- Ag Retailers
- Certified Crop Advisors
- Vets, Nutritionists and Consultants
- Grain Merchandisers
- Other

2

### Tactic

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





# BROADCAST





Host: Clinton Griffiths

**RATINGS: 250,500**

### DISTRIBUTION:

**Affiliates:** 112 Stations in 39 States

**RFD-TV:** 7:30 AM Central, M-F

**SiriusXM/Rural Radio:** 3x daily M-F

### DIGITAL:

**Average Monthly Views:** 15,910

**Average Monthly Users:** 3,566



### WHY FARMERS & RANCHERS WATCH:

1. **Timeliness:** Agriculture's "Newscast of Record" since 1982
2. **Original Reporting:** 260 original 30-minute episodes annually
3. **Big Reach:** The Ag to Consumer Connection



Host: Tyne Morgan

**RATINGS: 424,000**

### 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

### DIGITAL:

**Average Monthly Views:** 9,557

**Average Monthly Users:** 3,843



### WHY FARMERS & RANCHERS WATCH:

- 1. Impact:** Single biggest reach platform in all of agriculture
- 2. Original Content:** 52 original 60-minute episodes annually
- 3. On the Road:** Live Tapings, College Roadshow, From the Farm



**Host: Greg Peterson**



**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:** The industry's most trusted source for equipment values
- 2. Story Telling:** The emotional connection to iron
- 3. Important Business Applications:** 100% focused on farm equipment



**Host: Chip Flory**

# AgriTalk

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

**DISTRIBUTION:**

**Affiliates:** 100+ Stations in 19 States  
**SiriusXM/Rural Radio:** AgriTalk AM, 2x daily, M-F  
**AgriTalk Podcast:** 200,000+ downloads monthly

**DIGITAL:**

**Average Monthly Views:** 9,557  
**Average Monthly Users:** 3,843



**WHY FARMERS & RANCHERS LISTEN:**

- Attitude:** Agriculture's only talk show ... 520 original 60-minute episodes annually
- The Farmers' Voice:** We ask questions they would ask!
- 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

# STREAMING AUDIO OPPORTUNITIES

## Network Monthly Downloads



2023:

2+ MILLION



200,000+ Monthly  
Downloads

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



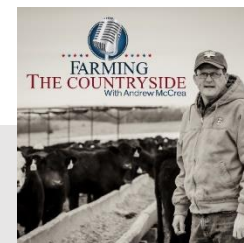
5,000+ Monthly  
Downloads

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



4,000+ Monthly  
Downloads

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



4,000+ Monthly  
Downloads

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



700+ Monthly  
Downloads

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.





# CUSTOM SOLUTIONS



# FARM JOURNAL CONTENT SERVICES

Farm Journal has resources to bring our editorial and marketing skills to clients in the form of sponsored content and custom projects. Pricing varies based on the scope and details of the project.

## Custom products and services include:

- ✓ Print Production
- ✓ Direct Mail Packages
- ✓ Ghost Writing and Design Services
- ✓ Web Development
- ✓ Social Media and Influencer Support
- ✓ Video Production
- ✓ Custom Event Management
- ✓ Lead Generation
- ✓ Calling Campaigns
- ✓ Editorial Adjacencies



# 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.

**Katie Humphreys**, Content Manager Producer Media

**Clinton Griffiths**, Farm Journal Editor & AgDay TV Host

**Margy Eckelkamp**, Top Producer & The Scoop Brand Leader

**Tyne Morgan**, U.S. Farm Report Host & Executive Producer

**Chris Bennett**, Technology and Issues Editor

**Greg Peterson**, Machinery Pete

**Chip Flory**, AgriTalk Host

**Michelle Rook**, National Farm Journal Broadcast Reporter

**Cheyenne Kramer**, Associate Editor

**Joelle Orem**, Digital Content Producer

**Ken Ferrie**, Farm Journal Field Agronomist

**Isaac Ferrie**, Farm Journal Field Agronomist

**Missy Bauer**, Farm Journal Field Agronomist

**Darrell Smith**, Content Contributor

**Greg Henderson**, Drivers Editorial Director

**Karen Bohnert**, Dairy Editorial Director

**Jennifer Shike**, Farm Journal's PORK Editor

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