



FARM JOURNAL

CROPS MARKETING KIT

2024

FARM
JOURNAL

Top
Producer

SCOOP
THE

Top Producer
SUMMIT



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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
   	     	    	  	     



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.

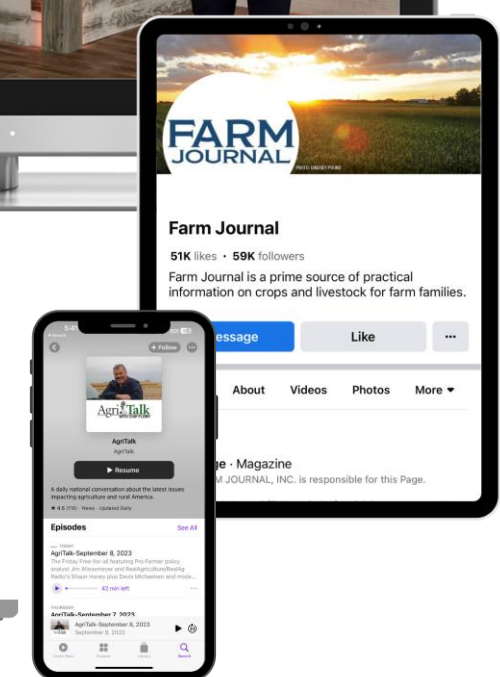
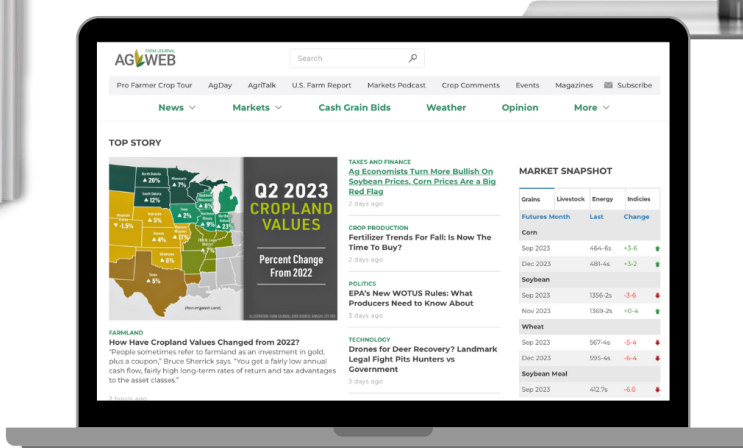


THOUGHT LEADERSHIP

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

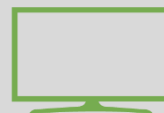
Subscribers



National Syndicated
Radio & Streaming
Audio:

234,602+

Listeners



Television:

858,250+

Viewers



eNewsletters:

474,290

Subscribers



Events:

6,500+

Attendees

CROPS DATABASE REACH



Total Reach:
7,381,202+



Premium Magazine:

313,957

Subscribers



Websites:

5,650,295

Unique Users



Mobile Text Messaging:

36,000

Subscribers



Targeted E-mail:

89,377

Subscribers



National Syndicated
Radio & Streaming
Audio:

234,602+

Listeners



Television:

858,250+

Viewers



eNewsletters:

227,421

Subscribers



Events:

3,700+

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





AgWeb.com

May/June 2023

FARM JOURNAL

THE FARMER'S FAVORITE

3 UNDER 30

Gen Z Hustles for Their Future + Expert Advice to Build a Business pg. 8

Insects on the Move in Corn pg. 22

Rare Find: Ice Age Mammoth Buried in Michigan Soybean Field pg. 36

Paul Miller | 10
Jenny Gulke | 48
John Phipps | 54

August/September 2023

Top Producer

Challenging Farmers to Think Differently

TREY WASSERBURGER

10 Acres of Model Ranch and Sustainable Swat, LLC North Platte, Neb.

"I don't quit. I won't quit when I'm tired — I'll quit when it's done."

AgWeb.com

THE FARMER'S FAVORITE

GET HARVEST READY

Upgrade Ideas for combines, grain bins and hybrids

Machinery Pete: Grain Carts and Combines in High Demand pg. 35

Landowner Sues EPA for Right to Jury of His Peers pg. 10

AgWeb.com

PREMIUM MAGAZINES

AgWeb.com

February 2023

FARM JOURNAL

THE FARMER'S FAVORITE

159.5 bu.

AgWeb.com

AgWeb.com

AUGUST/SEPTEMBER 2023

FARMJournal SCOOP

THE SOLUTIONS FOR THE FARMER'S ADVISOR

Team Reinvigorates Facility As Its Own pg. 14

Address The Elephant In The Room pg. 20

AgWeb.com

Challenging Farmers to Think Differently

Top Producer

January 2023

The Farm Next Door

In the face of urban sprawl, Susan Weaver Ford is a student of the game | 10

WEAVER FARMS
Kerry, N.C.

AgWeb.com



Farm Journal, the only truly national U.S. farm magazine, is a prime source of practical information on crops and livestock for farm families. 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 with cover-to-cover engagement. 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 electronic custom publishing
- Oldest database—100 data points
- Only publisher to manage our own test plots
- Renewed focus on smart farming topics










AUDIENCE FACTS & FIGURES

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

SUBSCRIBERS: 310,013

 <p>Consistently #1 in readership</p>	 <p>Audits on 500+ & 1,000-acre growers</p>
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 <p>Cover-to-cover READER ENGAGEMENT</p>	 <p>96% owner/operator focused</p>	 <p>\$955,000 average gross farm income</p>
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Corn Growers: 247,810

- 1-249 acres: 86,562
- 250-499 acres: 54,187
- 500-999 acres: 59,349
- 1000+ acres: 47,712

Soybean Growers: 220,100

- 1-249 acres: 77,663
- 250-499 acres: 46,587
- 500+ acres: 51,031
- 1000+ acres: 44,819

Wheat Growers: 168,766

Hay/Alfalfa Growers: 122,019

Cotton Growers: 12,265



FARM JOURNAL

THE FARMER'S FAVORITE

FEATURED IN FARM JOURNAL



The latest dirt road life lesson is found in the Editor's Notebook by **Clinton Griffiths**. Clinton is editor of Farm Journal Magazine and host of AgDay TV.



As Farm Journal Economist and host of AgriTalk, **Chip Flory** helps farmers understand markets and seize opportunities.



Isaac Ferrie works hands on helping to coordinate and implement test plots and other projects in the field research industry.



Tap into the latest from **Machinery Pete's Greg Peterson**, the most trusted name in farm equipment.



As an independent consultant, **Ken Ferrie** works with farmer clients and fertilizer dealers providing agronomic services and direction.



FARM JOURNAL

THE FARMER'S FAVORITE

FEATURED IN FARM JOURNAL



Missy Bauer is a certified crop advisor with a systems approach to farming, gained from working closely with Ken Ferrie.



Steve Cubbage is a precision ag consultant and a farmer from Nevada, Missouri. He is the founder of Longitude 94, an agriculture sustainability and technology consulting business.



Drawing upon his travels and experiences as a farmer and rancher, **Andrew McCrea** shares his story through a daily radio segment and weekly podcast.



Dan Anderson uses his hands-on experience with farm machinery repairs, field operations and technology to share practical tricks and fixes.



John Dillard is an experienced USDA and FDA regulatory attorney. He provides knowledgeable and effective regulatory and litigation counsel to clients in the food and agriculture industries.



FARM JOURNAL

THE FARMER'S FAVORITE

EDITORIAL CALENDAR

JANUARY

- Shop and Storage Investments With ROI
- Balance Soil Fertility and Vertical Tillage
- Meet a Next-Gen Farmer

FEBRUARY

Yield Issue

- Tips and Strategies for Higher Yields
- How to Implement a Vertical Tillage Program
- Last-Minute Planter Performance

MID-FEBRUARY

Technology: Smart Farming

Breaching a yield plateau is the goal at the smart farm of the future uses technology to improve productivity, efficiency and, ultimately, profitability. Like the “smartphone” and its legions of possibilities, within the decade, a collection of technologies could similarly meld a flurry of seasonal tasks into one decision-making hub for agriculture. Our editors will look at the latest technological advancements, products and solutions for farmers ready to invest.

- Create a Smart Farm Matrix
- The Latest and Greatest Technology in 2024
- Beyond Bleeding Edge: It's Time to Implement This Technology

MARCH

- Make Spring Cover Crops Work
- Inspirational Women in Ag
- Inputs, Prices and Patience During Planting

APRIL

- Applying the 4Rs to a Vertical Tillage System
- Early Season Yield Boosters
- Prepare for In-Field Fixes

MAY/JUNE

Next-Gen Farmer Issue

USDA defines a young producer as someone 35 or younger and a beginning farmer as anyone who has farmed for fewer than 10 years. The latest Ag Census data available (2017) shows roughly 321,000 young producers in the U.S. However, farmers under the age of 30 in command of an agriculture operation are the rarest breed. Representing roughly 5% of producers, under-30 farmers are the future of this industry. Our editors will profile some of the best in the business and focus the issue on tips and tools for Gen Z.

This issue will include:

- Advice for Next-Gen Farmers
- Business Tools for Young Farmers
- Figure the Carbon Intensity Payoff

FARM JOURNAL

THE FARMER'S FAVORITE

EDITORIAL CALENDAR

JULY/AUGUST

- The Evolution of Biologicals
- Novel Nozzles to Try in 2024
- Tank-Mix Tango
- Rural Town Revival

SEPTEMBER

Seed & Weed Guide Issue

This annual guide focuses on selecting and managing seed as well as the mechanics 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.

OCTOBER

- This is the Way: Modern Cover-Crop Mixes
- Mental Health at Harvest
- Grain Truck Must-Haves
- Election Preview: Candidate Ag Policy Positions

NOVEMBER

- Honoring Farmer Veterans
- Last Chance: Tie Up Financial Loose Ends
- Navigate the Machinery Matrix
- Trades: Maximize Your Off-Farm Job

MID-NOVEMBER

- Grain Bin and Storage Systems
- Update Succession Plans for 2025
- Land Manager Checklist

DECEMBER

State of the Industry Issue

This special issue will break down the current economics and outlook for American agriculture. From commodity markets, to trade, farm income and land availability, this entire issue is focused on setting the foundation and building toward what's next. It's a mid-decade deep-dive into the state of the industry.





PRINT PRODUCTION SCHEDULE

	JAN	FEB	MID-FEB	MARCH	APRIL	MAY/JUNE	JULY/AUG	SEPT	OCT	NOV	MID-NOV	DEC
Ad Close	12/1	12/18	1/4	2/1	3/1	4/22	6/20	7/22	8/19	9/13	9/27	10/18
Ad Material Due	12/15	12/29	1/15	2/12	3/13	5/3	7/1	7/29	8/26	9/26	10/9	10/30
Ad Material Extension	12/22	1/5	1/22	2/19	3/20	5/10	7/8	8/5	9/2	10/3	10/16	11/6
Supplied Inserts Due to LSC	1/2	1/16	1/31	2/28	3/29	5/21	7/17	8/14	9/11	10/14	10/25	11/15
Issuance Date (Start Co-mail)	1/17	1/31	2/15	3/14	4/15	6/5	8/2	8/29	9/26	10/29	11/11	12/2
Estimated In-Home Start Date	1/31	2/14	2/29	3/28	4/29	6/19	8/16	9/12	10/10	11/12	11/25	12/6

*Tentative content and publishing schedule subject to change.





PRINT SPECS

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
2 Page Spread	15" x 10"	16" x 10.75"
Full Page	8.375" x 10"	8.125" x 10.75"
½ Page Horizontal	8.375" 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: 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.

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 83,350 farm executives who read Top Producer cover to cover 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
- smart farming





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: 83,350

Readers must meet operational requirements to qualify for a subscription:

500+ cow/calf pairs or stockers, 20,000+ fed cattle, 2,000+ dairy cows

5,000+ hogs, 500+ sows

2,000+ acres of corn or soybeans

2,000+ acres of wheat, cotton or other grains

50+ almonds, grapes, citrus, apples, strawberries or blueberries



Corn Growers:
2000+ acres: [REDACTED]

Soybean Growers:
2000+ acres: [REDACTED]

Wheat Growers:
2000+ acres: [REDACTED]

Cotton Growers:
2000+ acres: [REDACTED]



Top Producer

Challenging Farmers to Think Differently

FEATURED IN TOP PRODUCER



Check out what's "Top of Mind" in Top Producer Editor **Margy Eckelkamp's** insightful column, kicking off every issue.



Paul Neiffer is a CPA who consults on all areas of farm taxes. He grew up on a farm in southeastern Washington and now owns farmland in Washington, Iowa and Missouri.



Sarah Beth Aubrey's mission is to enhance success and profitability in agriculture by building capacity in people.



Farmer **Jerry Gulke** talks all things markets. Jerry is president of Gulke Group, a market advisory firm offering daily advice and low-cost order execution.



Shay Foulk consults with producers in agriculture on profit management, collaboration, and farm safety with Ag View Solutions.



Top Producer

Challenging Farmers to Think Differently

EDITORIAL CALENDAR

JANUARY/FEBRUARY

- Cover Story: Women in Ag
- Price Direction and Market Strategy Outlook from Analysts
- How to Build Resiliency In Your Balance Sheet

JULY/AUGUST

- Cover Story: Top Producer of the Year Finalist
- Guide to Recruit and Retain Your Employees
- Create a 10-Year Growth Plan For Your Farm

MARCH/APRIL

- Cover Story: Top Lessons from Top Producer Summit
- How Regenerative Ag Can Be An Investment In Your Land and Business
- Land Market Report

SEPTEMBER/OCTOBER

- Cover Story: Top Producer of the Year Winner
- Evaluate Every Acre, Animal for Maximum Return
- End of Year Tax Preparation Checklist

MAY/JUNE

- Cover Story: Next Gen Leader
- The Next Differentiator: How to Stand Out From the Crowd
- Gear Up Your Team For Optimum Productivity

NOVEMBER/DECEMBER

- Cover Story: Top Producer of the Year Finalist
- Have The Tough Talks To Progress Succession Planning
- Plan Your Office Setup For the Best Work Environment



Top Producer

Challenging Farmers to Think Differently

PRINT PRODUCTION SCHEDULE

	JANUARY/FEBRUAR Y	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
Ad Close	12/15	2/23	4/5	6/21	8/16	10/11
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Supplied Inserts Due to LSC	1/5	3/15	4/26	7/12	9/6	11/1
Issuance Date (Start Co-mail)	1/30	4/9	5/21	8/6	10/1	11/26
Estimated In-Home Start Date	2/12	4/22	6/3	8/19	10/15	12/9



Top Producer

Challenging Farmers to Think Differently

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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"
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SCOOP THE

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 through cover-to-cover engagement. 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



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.



16,680

Retailers/dealers and distributors and custom applicators of crop inputs

2,406

Professional farm managers, independent crop consultants

1,143

Manufacturers of fertilizer, pesticides, seed and equipment

784

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



SCOOPTHEOP

FEATURED IN THE SCOOP



Margy Eckelkamp delivers the inside scoop in her Editor's Column at the beginning of every issue.



Mark Faust works with owners, CEOs and sales managers who want to grow their farm businesses through profit improvement.



Farrell Growth Group is an agribusiness consulting firm comprised of a diverse staff with specialties throughout the agribusiness industry,



Steve Cubbage is a precision ag consultant and a farmer from Nevada, Missouri. He is the founder of Longitude 94, an agriculture sustainability and technology consulting business.



Kenneth Scott Zuckerman is an accomplished financial strategist who serves as the lead analyst for farm supply and biofuels within CoBank's Knowledge Exchange.



SCOOP THE OP

EDITORIAL CALENDAR

JANUARY

- Cover Story: Retailer of the Year
- The Rise of Robots In Ag Retail
- Retune Your Business Focus To Unlock Profits

FEBRUARY

- Cover Story: Industry Benchmarking Report
- New Product of the Year Winner and Runner Up
- Where to Add Margin: Seed Treatments

MARCH

- Cover Story: Salary Survey Results (Focus on Sales Agronomists and Applicator Operators)
- Shift Your Service Strategy to Match Opportunity
- Where to Add Margin: Adjuvants

APRIL

- Cover Story: The Yield Threats To Stay Ahead Of
- Where to Add Margin: Foliar Fertilizers
- Facility Investment Exemplifies A Business's Vision

AUGUST/SEPTEMBER

- Cover Story: Fertilizer Trends For Fall
- Update on The Application Equipment Now Available
- The Overlooked Opportunity: How to Build Customer Loyalty

OCTOBER

- Cover Story: What's Going On With Input Prices?
- How Ag Retail is Expanding The Footprint of Regenerative Ag
- ARA Show Guide

NOVEMBER

- Cover Story: Latest Trends on Input Purchase Behavior
- Advances in Plant-by-Plant Management
- Fix Underlying Issues How Your Take Tech To the Field

DECEMBER

- Cover Story: Business Innovation Award
- Young leaders, 40 Under 40
- The Ag Retailer's Role in Carbon Opportunities



SCOOP THE OP

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Supplied Inserts Due to LSC	1/9	1/30	3/7	4/9	7/30	9/18	10/21	11/19
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SCOO THE OP

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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
 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

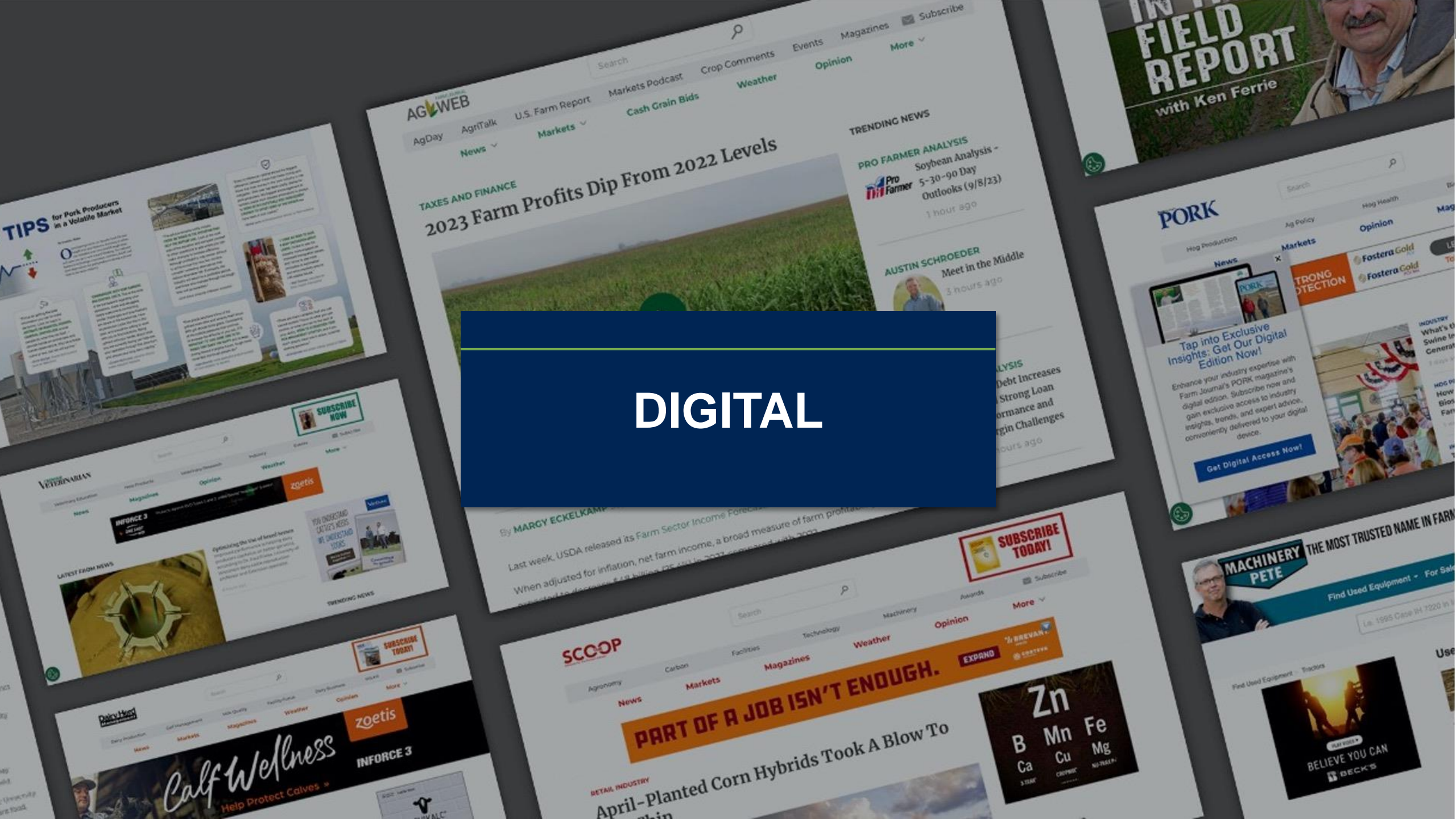
TARGET AND CONNECT WITH YOUR AUDIENCE LIKE NEVER BEFORE

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.

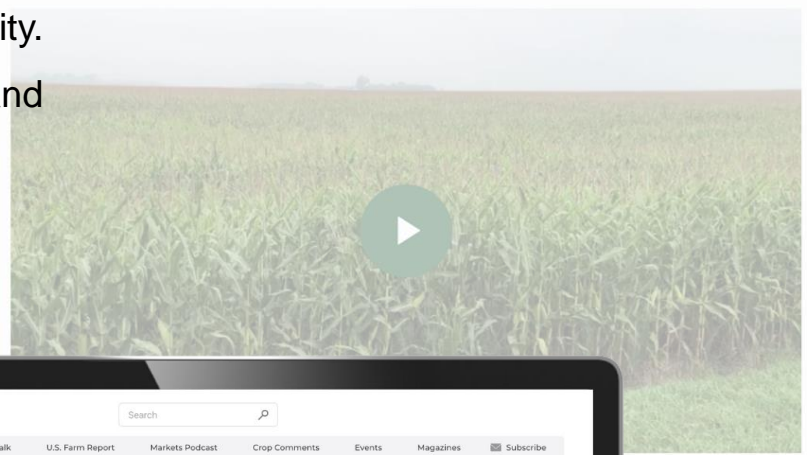


DIGITAL



TAXES AND FINANCE
2023 Farm Profits Dip From 2022 Levels



TOP STORY

USED MACHINERY
 Tire Inflation Made Easy
 1 day ago

CSBH
 Ferrie: Corn Top Dieback And Lack of Uniformity Are Contributing to Unrealistic Yield Estimates Now
 2 days ago

CROP PRODUCTION
 Two Likely Dicamba-Resistant Waterhemp Populations Found in Iowa
 2 days ago

TAXES AND FINANCE
 2023 Farm Profits Dip From 2022 Levels
 3 days ago

MARKET SNAPSHOT

Grains	Livestock	Energy	Indices
Futures Month	Last	Change	
Corn			
Sep 2023	468-46	-2.2	↓
Dec 2023	483-66	-2.4	↓
Soybean			
Sep 2023	1349-44	+4.6	↑
Nov 2023	1363-06	+3.4	↑
Wheat			
Sep 2023	567-26	-4.2	↓
Dec 2023	595-66	-4.0	↓
Soybean Meal			

profitability, is

near decline:

...ment payments in aggregate will be 19% lower. And (ing expenses) will increase 6.9%.

Aside from fertilizer, all your other input costs are probably either stable or increasing," says Tony Jesina, VP of insurance, Farm Credit Services of America. "Cash rates haven't come down yet seed prices rarely come down. Interest rates are up, family living expenses are probably not going to come down with what we see for inflation."

According to USDA data, net farm income in 2023 will be 22.6% above its 20-year average

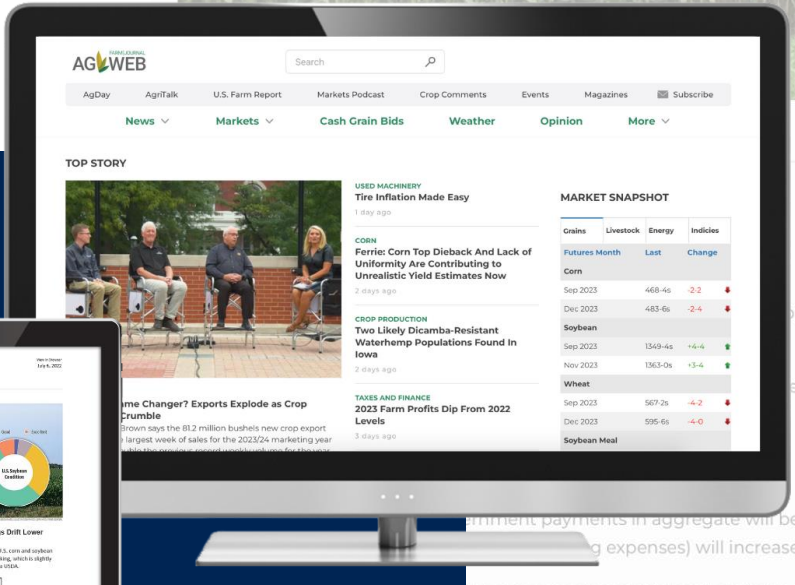
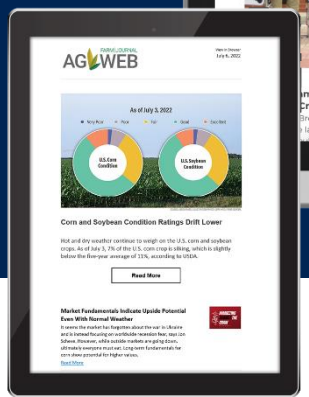
AgWeb.com is agriculture's **No. 1 website** for industry information and market activity. In fact, farmers who control a combined 80 million acres engage with AgWeb each and every day. With more than **2.2 million pageviews** and **440,000 unique visitors** each month, AgWeb also is a powerhouse content 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
~ 99,000 followers



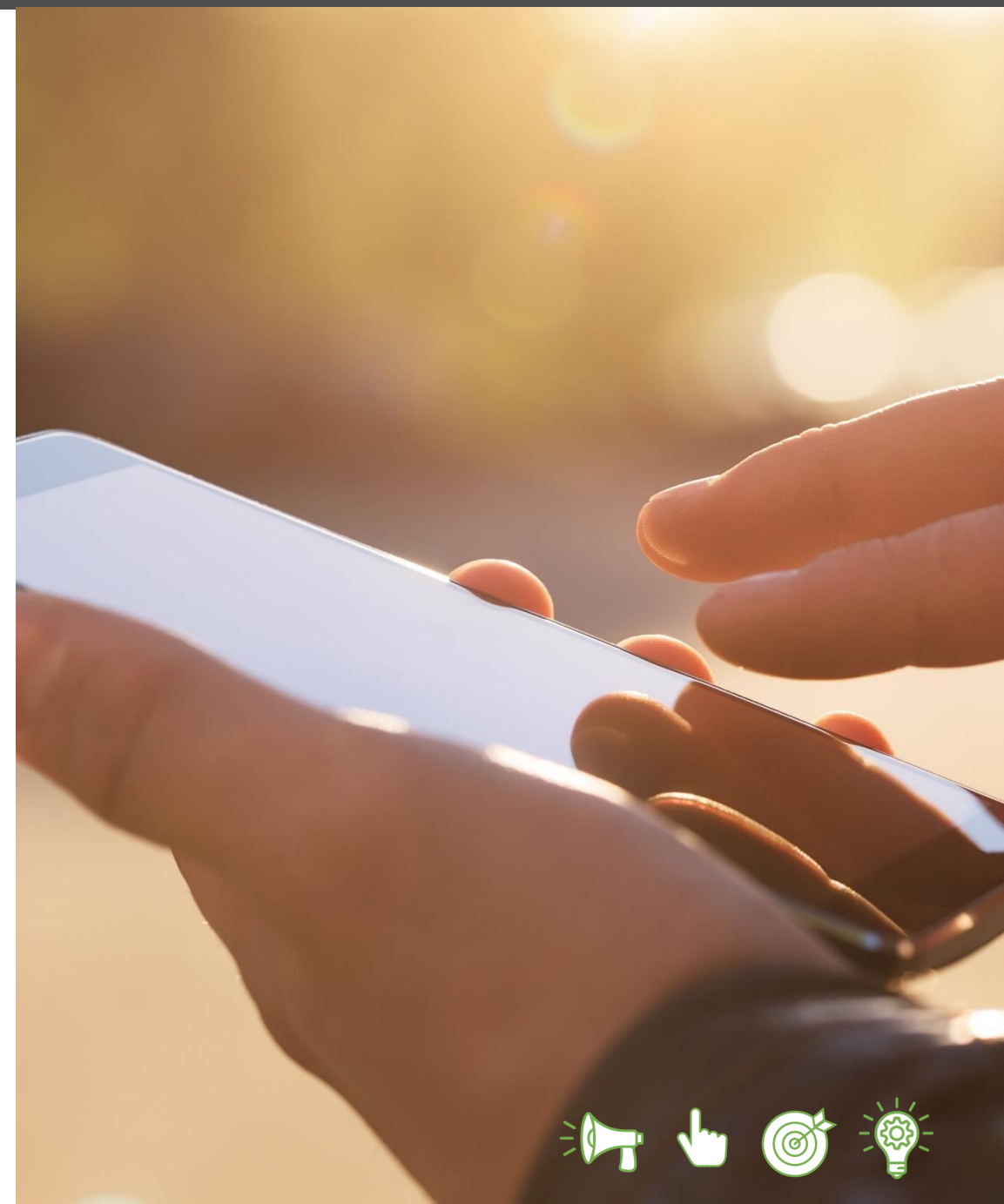
Twitter
> 135,000 followers



Mobile Audience
36,000 row crop farmer subscribers



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



Top Producer

Challenging Farmers to Think Differently

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



83,350

Total Qualified Circulation



43,451

eNewsletter Subscribers



>5,000

Twitter Followers






SCOOP THE OP

The ag retailers and consultants you need to reach engage with our highly targeted editorial content through a


DAILY eNEWSLETTER and **WEBSITE**.



21,013
Total Qualified Circulation




29,390
eNewsletter Subscribers




50,625
Average Monthly Pageviews



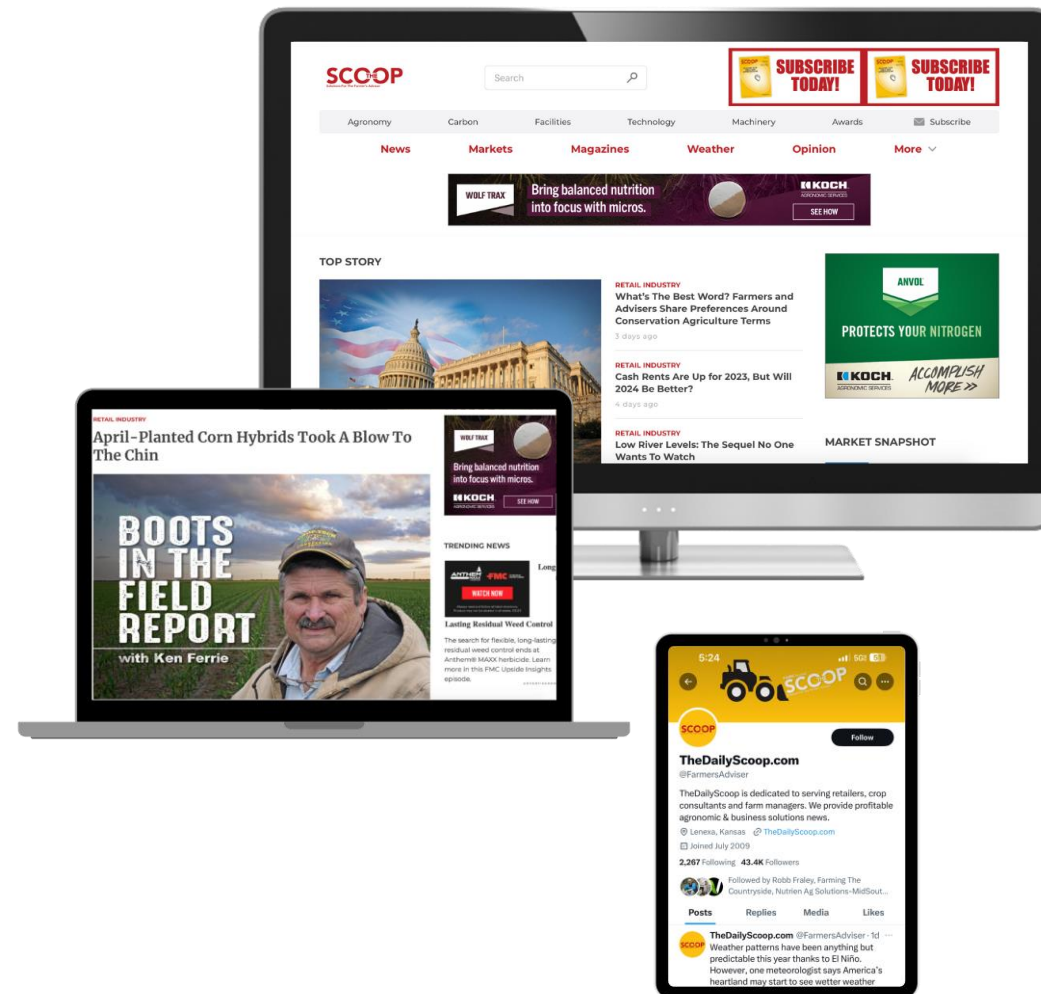
21,142
Average Monthly Users



4,500
Facebook Followers



>43,000
Twitter Followers



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.

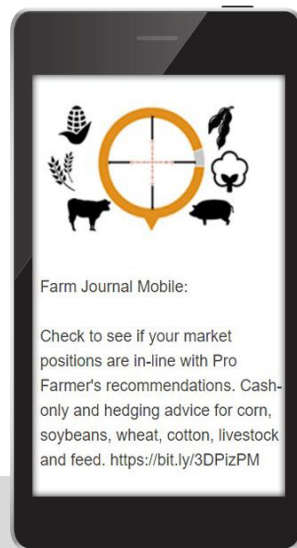


Facebook	40,000	59,000		4,500	35,000	72,000	196,000	3,800	3,100
Twitter	38,800	97,600	5,012	43,400	13,400	17,500	48,300	16,400	
Instagram	2,739	5,282			1,429	258	67,000		
LinkedIn		25,333	386				1,244		



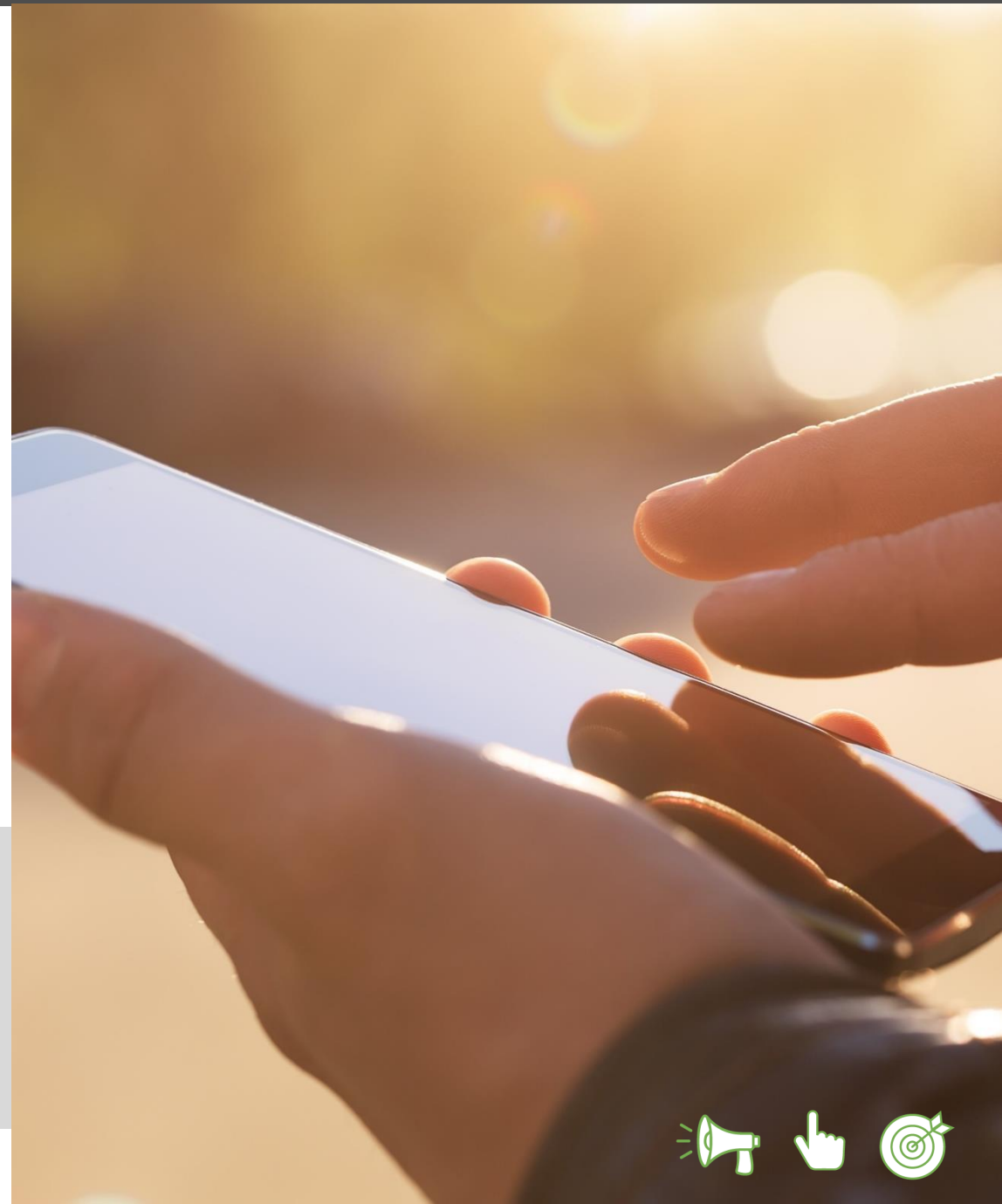
MOBILE SUBSCRIBERS

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



36,000 SUBSCRIBERS

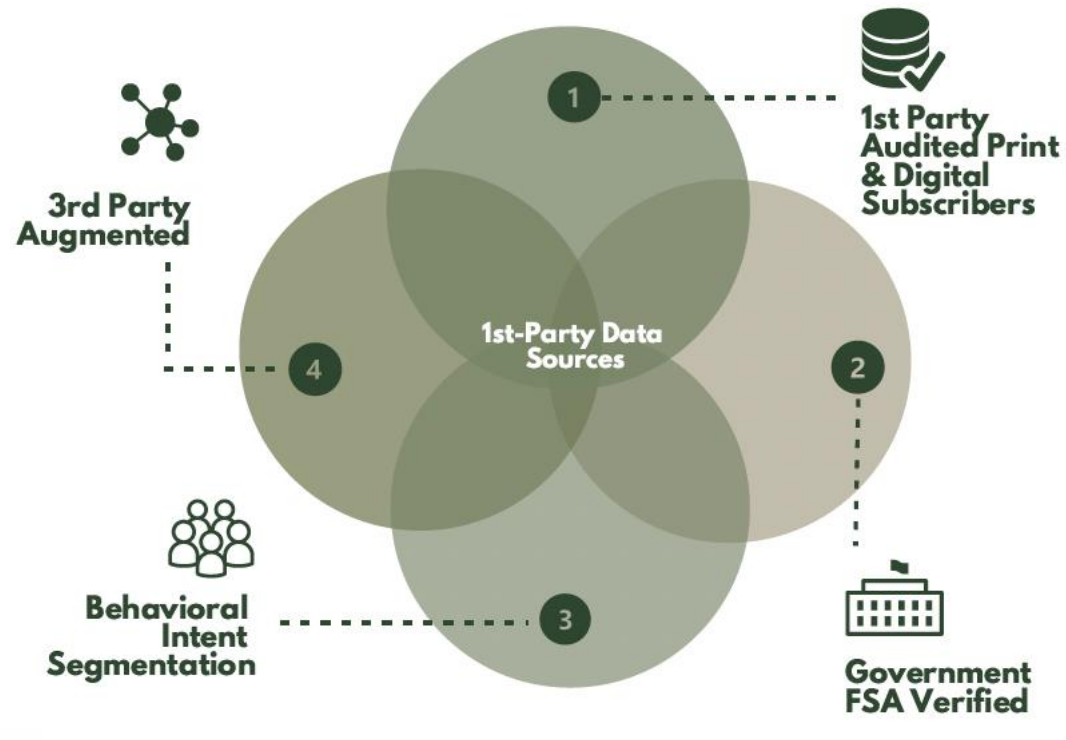
in the mobile database for crops





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 Griffith

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

WITH CHIP FLORY

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.



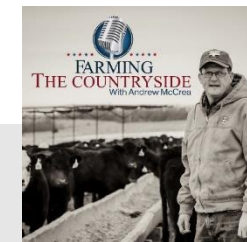
5,000+ Monthly Downloads

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.



EVENTS



Top Producer SUMMIT

Kansas City February 5-7, 2024

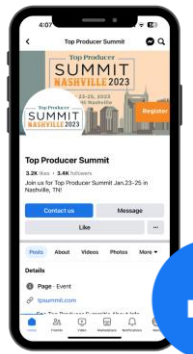
Attendees Represent

- \$4.3 million gross farm income
- 36 states, Canada & Netherlands
- 3,810 average livestock (of those reporting 1+ livestock)
- 3,933 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
- Top Producer NEXT GEN Award
- Top Producer Women in Ag Award



Dedicated Facebook page





A FARM JOURNAL EVENT

August 19-22, 2024

DATE	EASTERN TOUR	WESTERN TOUR
Monday, Aug. 19	Westfield, IN	Grand Island, NE
Tuesday, Aug. 20	Bloomington, IL	Nebraska City, NE
Wednesday, Aug. 21	Iowa City, IA	Spencer, IA
Thursday, Aug. 22	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

2024: 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



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

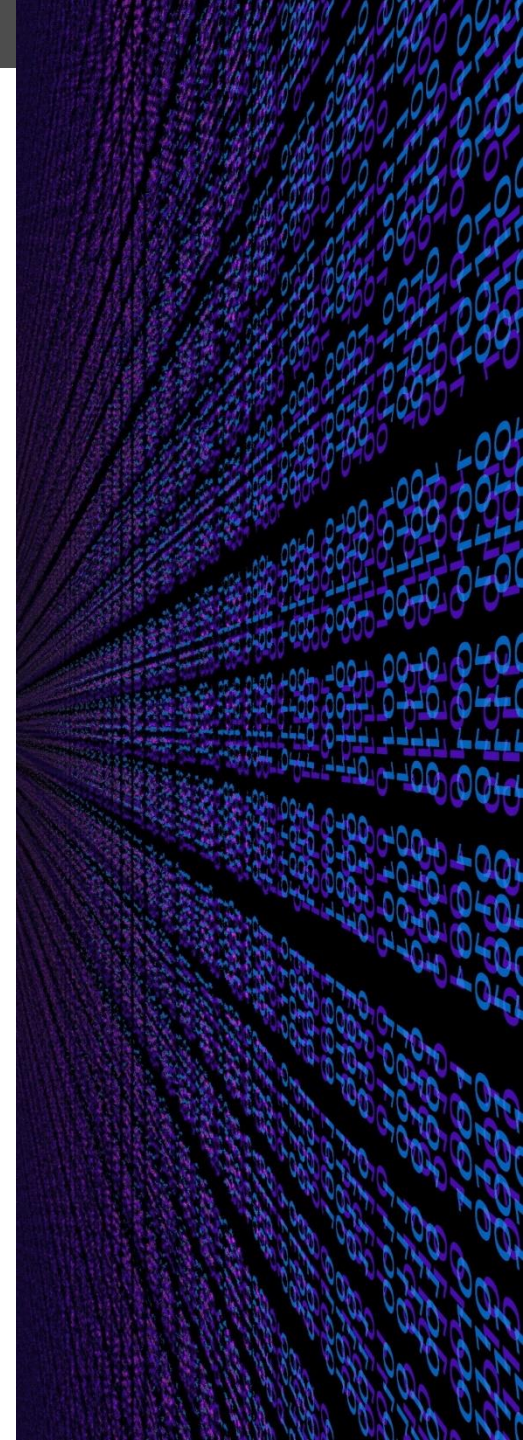
- ➔ **4.1 million records** in a database fueled by proprietary first-party exchanges, cleansed USDA data and fed daily by the most robust behavioral insights engine in agriculture.

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

Rhonda Brooks, Content Projects Manager & BoVet Editor

Taylor Leach, Digital Content Producer

Paige Carlson, Digital Content Producer

Lori Hays, Art Director

Lindsey Pound, Art Director

Megan LaManna, Proofreader & Copy Editor

Marge Kulba, Broadcast Producer

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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