



FARM JOURNAL

DROVERS MARKETING KIT

2024

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 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.

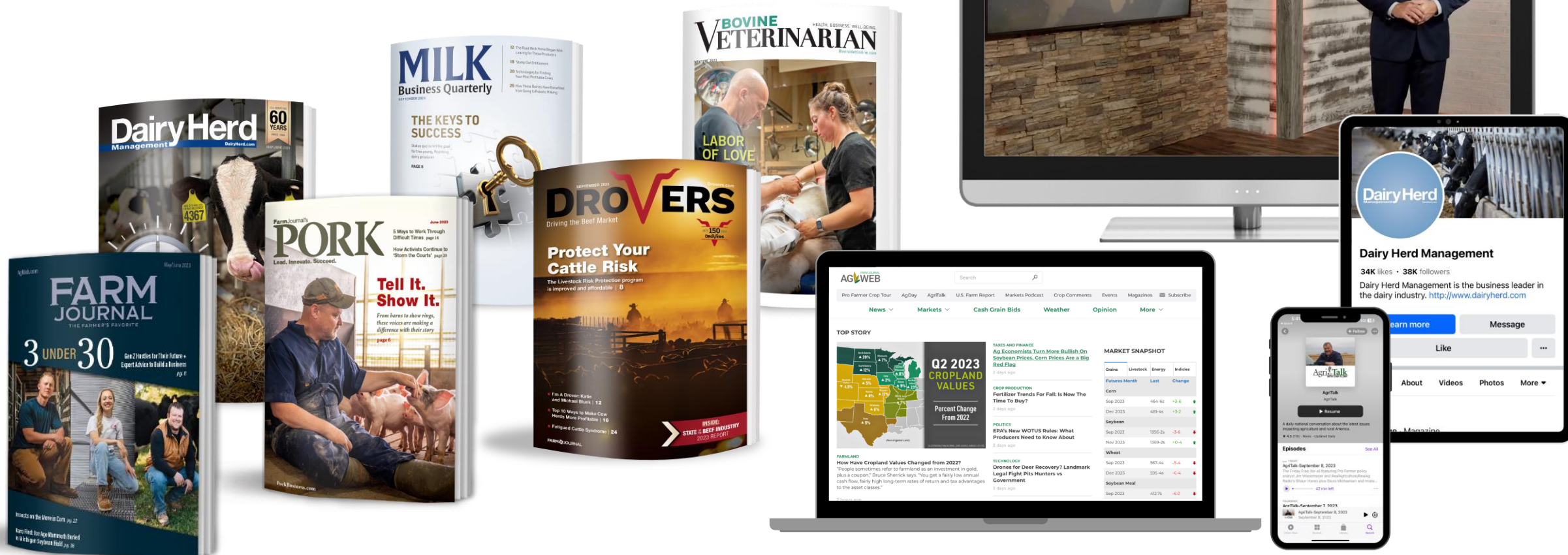


THOUGHT LEADERSHIP

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

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





August 2023

DROVERS

Driving the Beef Market

Decision Time

Capture the full potential value of your calves. | 8

150th Anniversary

Drovers.com

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

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

PREMIUM MAGAZINES

September 2023

5 Ways to Improve Sow Longevity

page 10

From Fighter Pilot to Pig Farmer

page 22

Emotional Dimension of Feeding Livestock | 16

2022 NBOA Results | 14

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

FARM JOURNAL

MILK Business Quarterly

MARCH 2023

14 How One Dairy Offers Side Share as an Employee Incentive

22 Drought-Stricken Tight to Attract and Retain Good Employees

30 Dairy's Biggest Threats: Trends and Implications for Producers

34 Water Scarcity: How Will We Feed Our Cows in the Future?

60 YEARS

Dairy Herd

Management

Sustainable Then, Sustainable Now

New sustainability efforts drive these two dairies forward

Page 6

DAIRYHERD.COM

JANUARY 2023

HEALTH BUSINESS

BOVINE VETERINARY

SEPTEMBER 2023

TOO MUCH A GOOD THING?

Could fewer vaccinations of BRD in beef?

DROVERS

Drovers has served as the trusted voice for beef cattle producers since 1873. We proudly continue to evolve to provide unmatched coverage of today's beef industry, in both the print and digital editions. From markets to production and news to policy, we reach the industry's largest number of cow-calf, stocker and feedlot segments with cutting edge insight to manage their operations and beef businesses. With our web-first approach, producers have up-to-date access to markets, news, commentary and insights 24/7 at drovers.com.



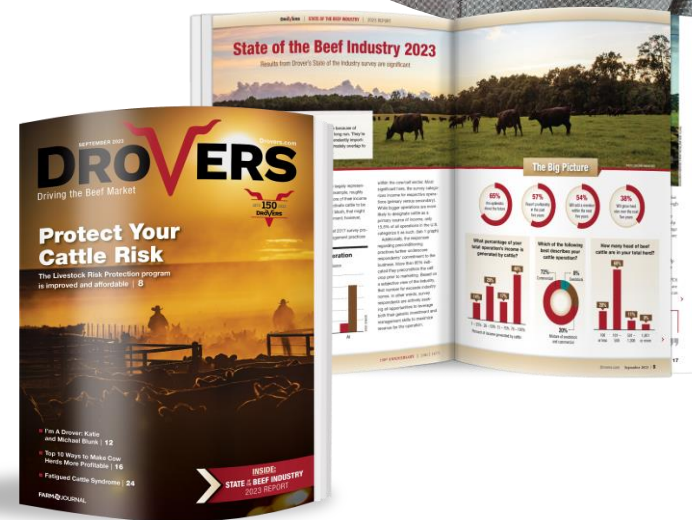
AUDIENCE FACTS & FIGURES

TOTAL SUBSCRIBERS: 150,009

100+ Cow-Calf: 87,181

100+ Stocker: 43,264

100+ Fed Cattle: 40,938



Source: Alliance for Audited Media, Publisher's Statement, June 2023



DROVERS

FEATURED IN DROVERS



Get exclusive insight through Drovers Editorial Director **Greg Henderson's** column, The Front Gate, kicking off every issue.



Fourth generation Montana rancher **Whit Hibbard** is the editor of Stockmanship Journal.



Jared Wareham is the NuEra Business Development Manager for ABS Global North America.



John Nalivka talks all things markets. John is the president of Sterling Marketing, Inc. and provides the weekly Sterling Beef Profit Tracker on Drovers.com.



Nevil Speer is an industry consultant based in Bowling Green, KY with extensive experience in the livestock and food industries.



DROVERS

2024 EDITORIAL CALENDAR & PRINT PRODUCTION SCHEDULE

JANUARY/FEBRUARY

Cattle and beef outlook for 2024.
Grazing and forage management – making the most of your resources.
Closing Date 11/27
Ad Material Due 12/1
Mail Date 1/1

MARCH

Parasite control and prevention strategies.
Closing Date 1/29
Ad Material Due 2/2
Mail Date 3/4

APRIL/MAY

Preparing for the breeding season.
Closing Date 3/11
Ad Material Due 3/15
Mail Date 4/15

JULY/AUGUST

Feedlot Issue
Retained ownership analysis for ranchers and backgrounders. Preparing to market calves – a preconditioning primer.
Cattle handling equipment.
Closing Date 5/27
Ad Material Due 5/31
Mail Date 7/1

SEPTEMBER

State of Beef Industry Report
Readex Ad Survey
Closing Date 7/29
Ad Material Due 8/2
Mail Date 9/2

OCTOBER

Cow herd nutrition and preparing for winter.
Closing Date 8/26
Ad Material Due 8/30
Mail Date 9/30

NOVEMBER/DECEMBER

Matching cows to ranch resources.
Closing Date 10/7
Ad Material Due 10/11
Mail Date 11/11



DROVERS

2024 PRINT RATES

Drovers

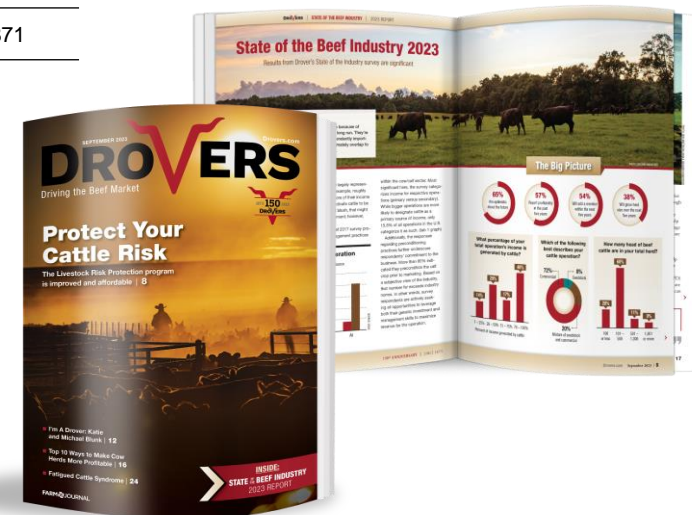
Four Color	1x	6x	12x	24x
2-page spread	\$32,513	\$31,214	\$29,915	\$28,615
1-page	\$16,257	\$15,610	\$14,957	\$14,305
2/3 page	\$12,682	\$12,174	\$11,666	\$11,157
1/2-page spread	\$22,765	\$21,853	\$20,940	\$20,028
Junior page	\$11,383	\$10,926	\$10,470	\$10,014
1/2 page	\$10,730	\$10,303	\$9,869	\$9,442
1/3 page	\$8,131	\$7,802	\$7,479	\$7,155
1/4 page	\$7,155	\$6,866	\$6,584	\$6,295
1/6 page	\$6,179	\$5,931	\$5,683	\$5,434

Marketplace

Four Color	1x	6x
1/2 page	\$4,712	\$4,528
1/3 page	\$3,736	\$3,592
1/4 page	\$2,766	\$2,651
1/6 page	\$2,437	\$2,339
1/8 page	\$1,952	\$1,871

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

*All rates are net full run and 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: 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.*



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.



THE FUTURE OF PRECISION LIVESTOCK

Precision livestock farming (PLF) allows producers to make management decisions that are predictive of outcomes. Through genetic potential, environmental services and management solutions, producers can predict when an animal is going to be trained. The goal is to produce more high-quality beef with fewer resources.

"These two avenues of PLF," explains Justin Benten, Performance Livestock Analytics vice president of strategy, "the first one is the application of process engineering, which means monitoring that animal for deviations from normal. This is referred to as diagnostic."

"Another aspect of PLF is the massive collection of phenotypic data in a massive volume. One of the challenges to improving genetics is continuing to add producers to submit phenotypic data to inform genetic predictions down the road. PLF offers the opportunity to gather information, move it to the cloud and analyze it."

PRECISION ANIMAL
Let your herd pressure-based management assess each animal's level of energy weight, daily gain, forage consumption and feedwater conversion. Variability has a lot to do with "value" depending on the segment. Stockbook producers use variability to advance commercial cow-calf operations while variators as a cost of marketing and management, the stocker business model is built on consolidating variator and feedlot activity under one management to large groups.

"As we move down the supply chain, managing variator comes at a cost," Benten says. "It parallels a group when trying to minimize variator, but we market cattle on the average."

INTEGRATED TECHNOLOGY
Technology can capture the value of management, enhance labor efficiency, increase animal performance and increase future value proposition. Every solution implemented becomes part of the producer's solution and captures the generation of sustainable metrics, suppliers increasingly demand.

"PLF offers the best industry that opportunity to increase animal productivity and address growing labor issues while fulfilling consumer demands for increased food system transparency and sustainability," Benten adds.

DAY 1 EMERGENCE MATTERS

ONE OF THE MOST COSTLY PROBLEMS YOU CAN HAVE IS UNEVEN EMERGENCE.

From after first rains emerge

1 DAY	15%
7 DAYS	78%
14 DAYS	90%

Learn how to get emerging even faster!

Ask about the Emergence System from Precision Planting. Our most consistent offer. Emergence starts at emergencematters.com

Precision Planting

Getting A NEW STANDARD in Soybeans

GoldenHarvest GOLD SERIES

Golden Harvest® Gold Series™ soybeans that are exclusive genetics in high-demand trait platforms. We're committed to helping you farmers and growers to a soybean portfolio that puts their yield potential first.

FEATURES

- 5M exclusive varieties for 2024
- E-Relist E3P soybeans and XtendFlex® soybeans

Go for the Gold Series in your field. Visit goldenharvest.com/gold-series, scan this code, or contact your local Golden Harvest Seed Advisor to learn more about the Gold Series made in your area.

WELCOME TO A NEW EXPERIENCE

Paula, our Golden Harvest representative, is here to help you with your soybean needs. She's a professional, knowledgeable, and friendly. She's also a farmer, so she understands your challenges and can help you find the best solution for your farm.

Did You Know?

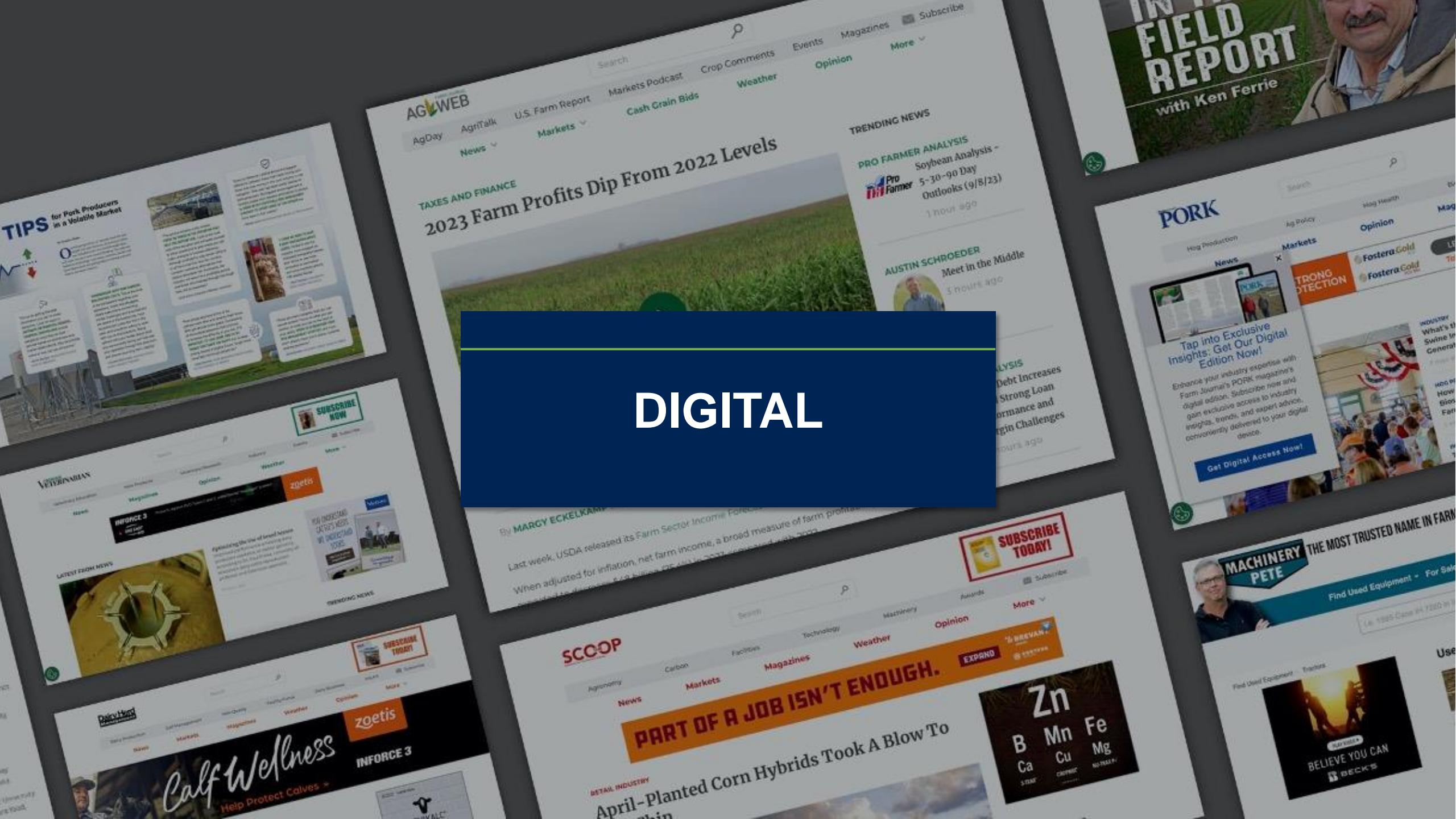
A recent Drovers survey found:

- 62% of respondents believe the beef, dairy and pork industries should require a nationwide traceability system.
- 33% currently use RFID tags.

WHAT A DAY

Up in Flames
After hearing a "pop," the driver of this tractor trailer pulled into the Walmart parking lot. Upon inspection, he saw a fire, which quickly spread to the store.





DIGITAL

DROVERS

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
202,130



Average Monthly Users
94,140



eNewsletter Subscribers
102,109



Total Combined Qualified Circulation
150,009



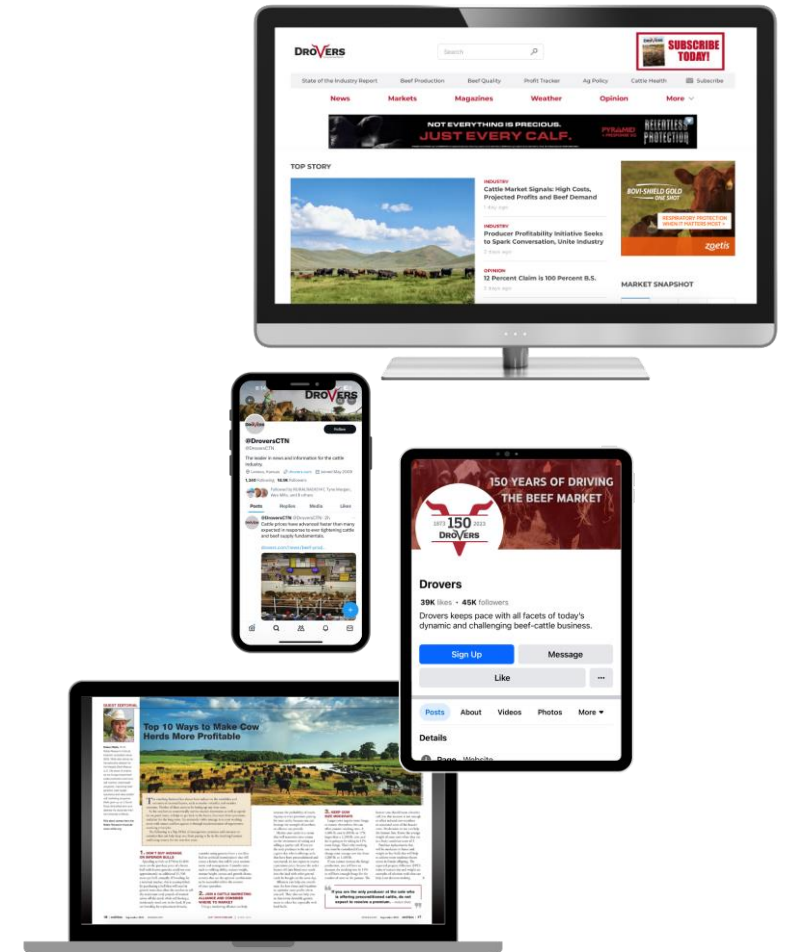
Facebook Followers
45,000

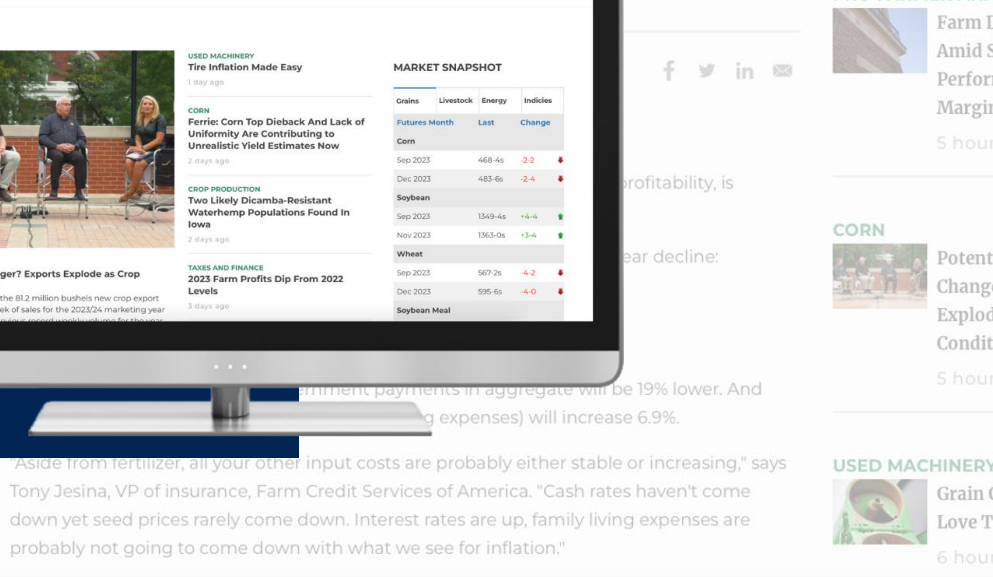
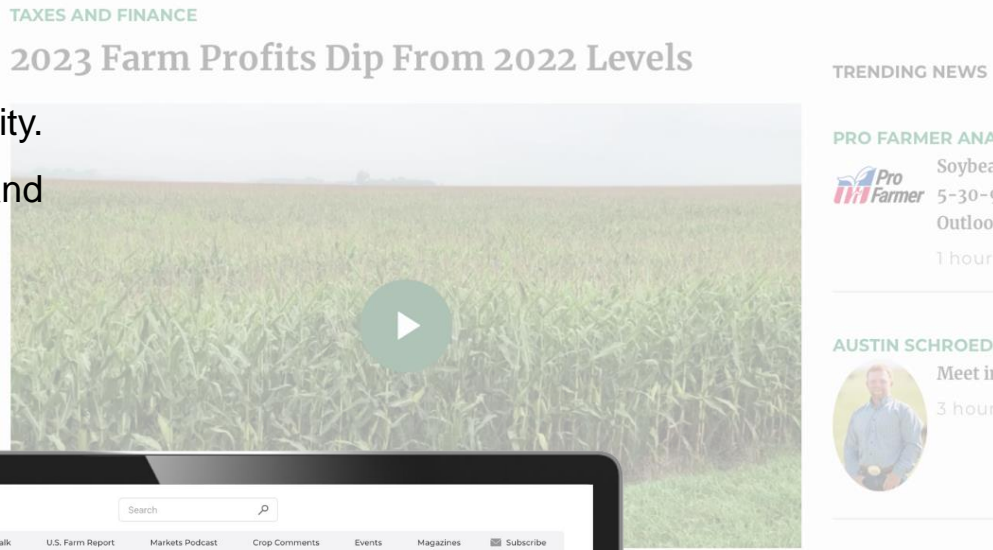


Twitter Followers
18,900



Instagram Followers
7,638





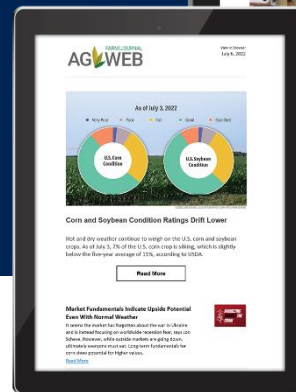
AgWeb.com is agriculture's **No. 1 website** for industry information and market activity. In fact, farmers who control a combined 80 million acres engage with AgWeb each and every day. With more than **2.2 million pageviews** and **440,000 unique visitors** each month, AgWeb also is a powerhouse content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



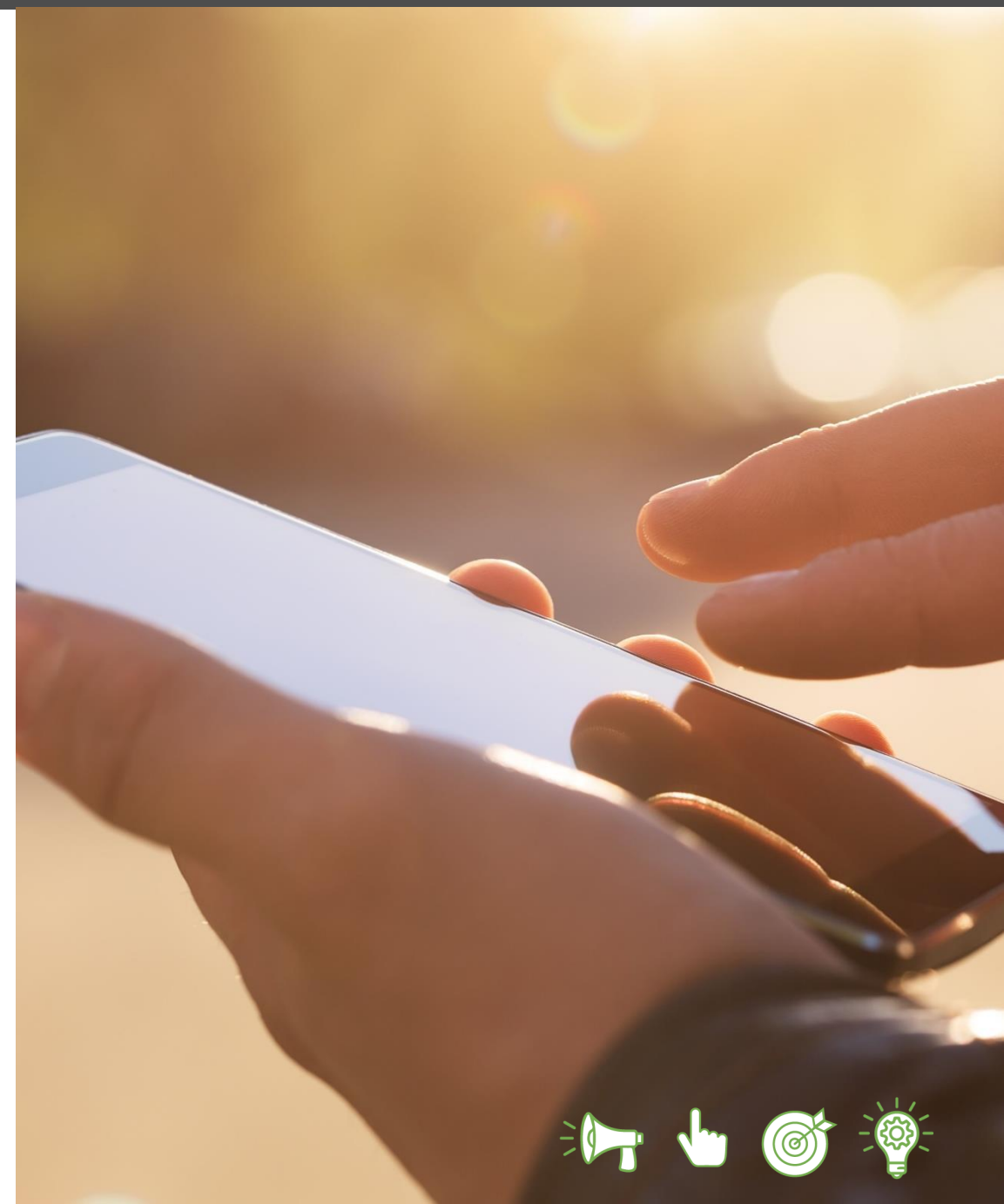
Twitter
> 97,000 followers



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
Drovers Daily	Daily	102,109	The latest cattle industry news and features delivered daily to keep you informed of industry issues.
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 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		



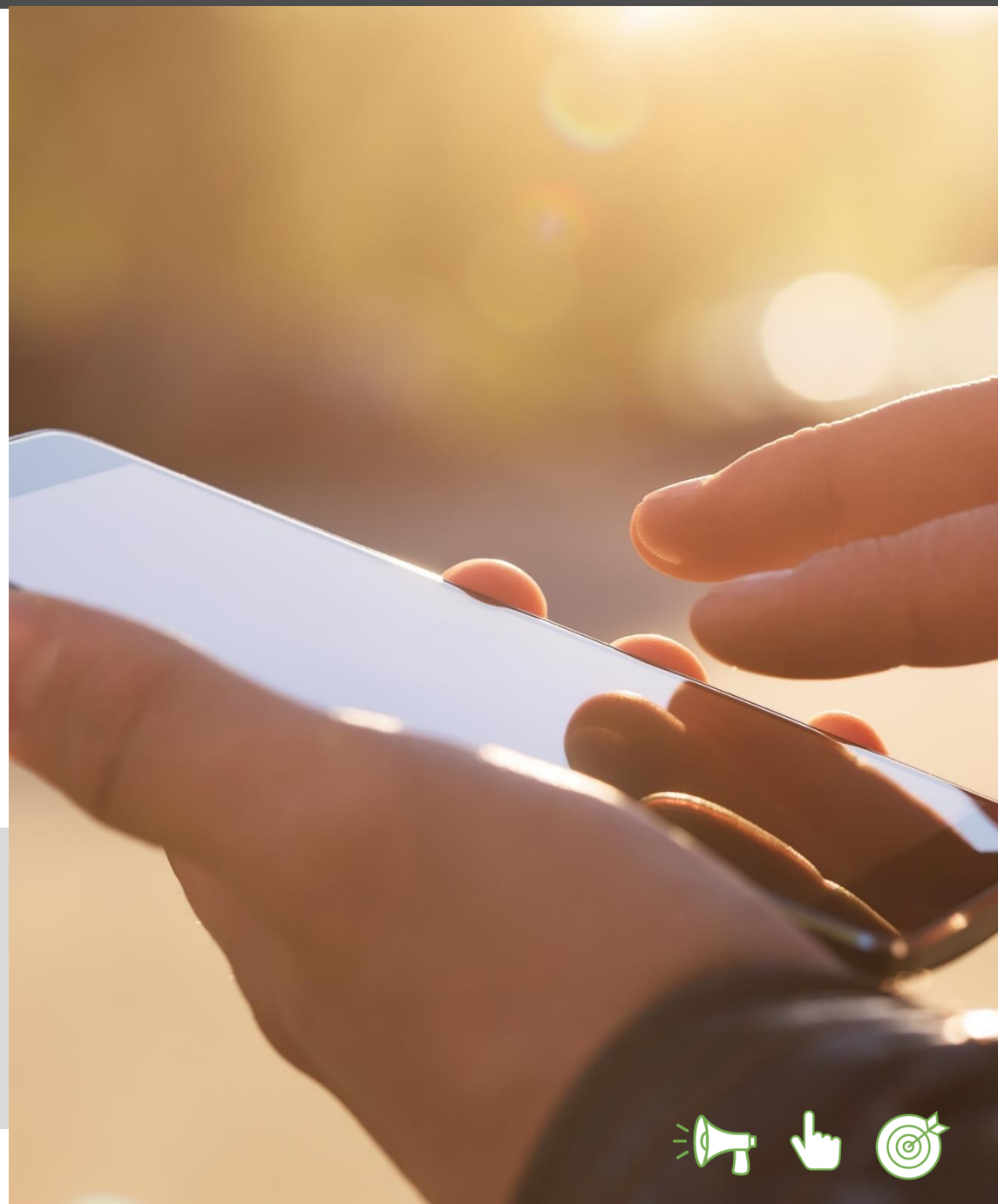
LIVESTOCK MOBILE SUBSCRIBERS

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



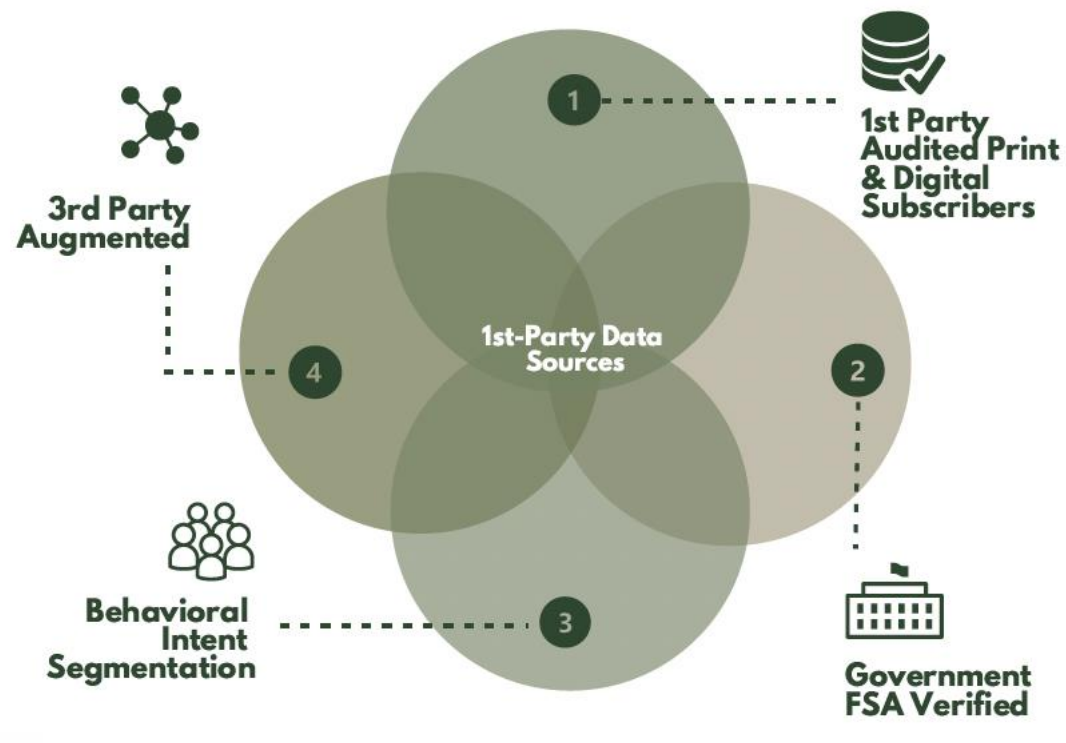


PRECISION REACH™

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

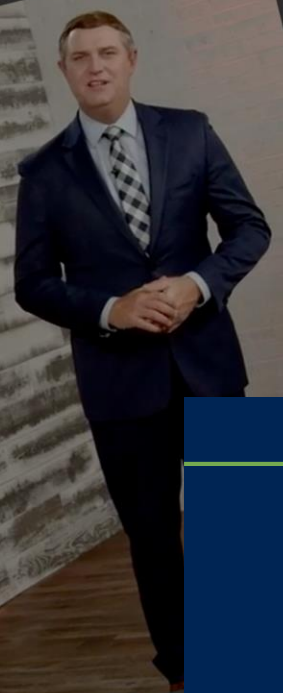
- Farmers
- Livestock Producers
- Ag Retailers
- Certified Crop Advisors
- Vets, Nutritionists and Consultants
- Grain Merchandisers
- Other

2

Tactic

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





BROADCAST





Host: Clinton 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: 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

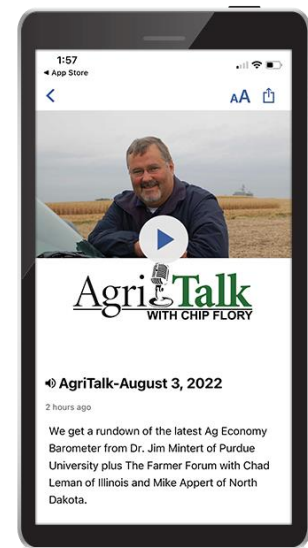
SiriusXM/Rural Radio: AgriTalk AM, 2x daily, M-F

AgriTalk Podcast: 200,000+ downloads monthly

DIGITAL:

Average Monthly Views: 9,557

Average Monthly Users: 3,843



WHY FARMERS & RANCHERS LISTEN:

- 1. Attitude:** Agriculture's only talk show ... 520 original 60-minute episodes annually
- 2. The Farmers' Voice:** We ask questions they would ask!
- 3. More than Sound Bites:** Heavy conversations, serious analysis

AgriTalk

DROVERS REPORT

Beef industry news with Drovers' Greg Henderson and Chip Flory.

Weekly: Thursdays

Sponsorship includes:

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

Minimum 13-week commitment required

AGDAY

DROVERS REPORT

Beef news with Drovers Editorial Director Greg Henderson.

Weekly: Thursdays

Sponsorship includes:

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

Minimum 13-week commitment required





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: 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.



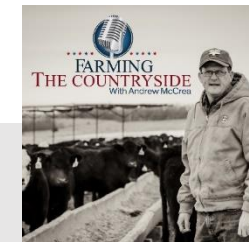
5,000+ Monthly
Downloads

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

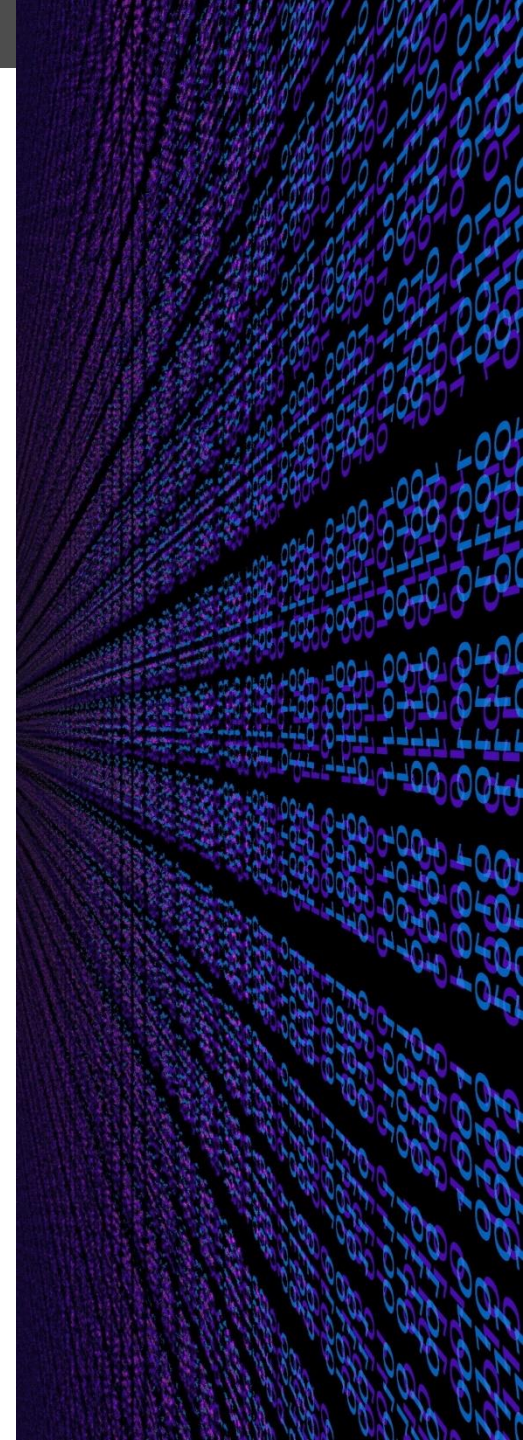
- ➔ **4.1 million records** in a database fueled by proprietary first-party exchanges, cleansed USDA data and fed daily by the most robust behavioral insights engine in agriculture.

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, Drovers 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.



Tyler Smith

Vice President of Sales, Crops Division

(405) 612-8678

tsmith@farmjournal.com



Dustin Johansen

Senior Vice President of Sales, Livestock Division

djohansen@farmjournal.com



Don Davis

(630) 272-4343

ddavis@farmjournal.com



Peter Rupert

Peter.Rupert@bock-assoc.com



Pegeen Prichard

(847) 318-7096

pprichard@farmjournal.com



Katie Eggers

(612) 810-1447

keggers@farmjournal.com



Susan Hunyor

shunyor@farmjournal.com



Leah Mindemann

Leah.Mindemann@bock-assoc.com



Chris Larsen

(913) 901-6821

clarsen@farmjournal.com



Nicole Starr

nstarr@farmjournal.com



Alix Manthei

(701) 928-0824

amanthei@farmjournal.com



Annie McCullough

amccullough@farmjournal.com



Eric Welsh

(608) 774-3314

ewelsh@farmjournal.com