



# FARM JOURNAL

## TOP PRODUCER 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

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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.

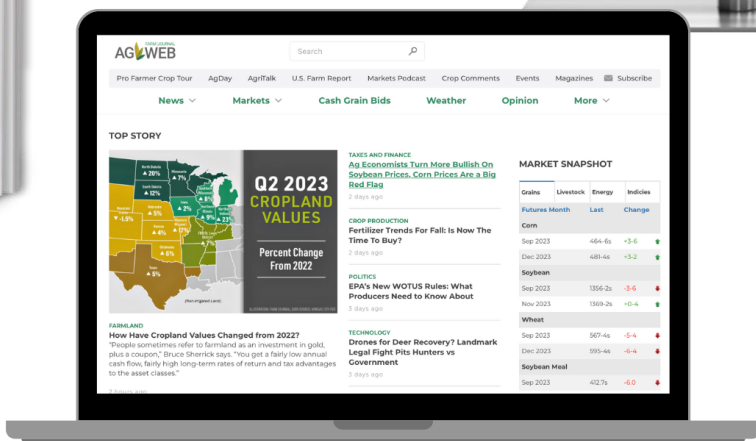


## THOUGHT LEADERSHIP

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

# 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

AUGUST/SEPTEMBER 2023

# FARMJournal SCOOP

THE SOLUTIONS FOR THE FARMER'S ADVISER

Team Reinvigorates Facility As Its Own pg. 14

Address The Elephant In The Room pg. 20

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.

# 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



# Top Producer

Challenging Farmers to Think Differently

## AUDIENCE FACTS & FIGURES

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

**SUBSCRIBERS: 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:

### Soybean Growers:

2000+ acres:

### Wheat Growers:

2000+ acres:

### Cotton Growers:

2000+ acres:



# 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
<b>Ad Close</b>	12/15	2/23	4/5	6/21	8/16	10/11
<b>Ad Material Due</b>	12/21	3/1	4/12	6/28	8/23	10/18
<b>Ad Material Extension</b>	12/30	3/8	4/19	7/5	8/30	10/25
<b>Supplied Inserts Due to LSC</b>	1/5	3/15	4/26	7/12	9/6	11/1
<b>Issuance Date (Start Co-mail)</b>	1/30	4/9	5/21	8/6	10/1	11/26
<b>Estimated In-Home Start Date</b>	2/12	4/22	6/3	8/19	10/15	12/9



# Top Producer

Challenging Farmers to Think Differently

## PRINT SPECS

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

**Magazine Trim Size: 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](mailto: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.*





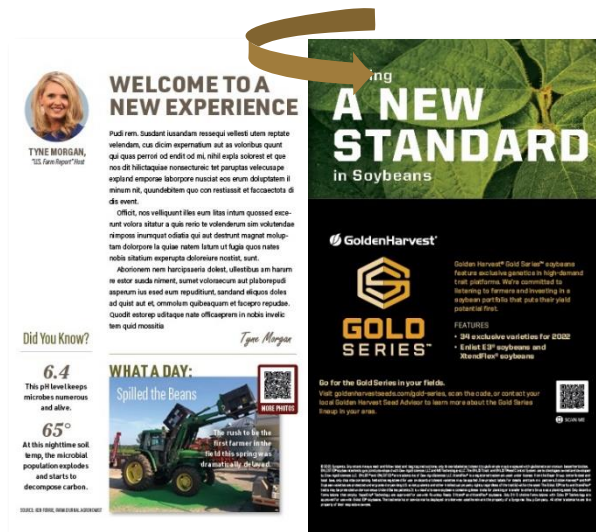
# PRECISION PRINT

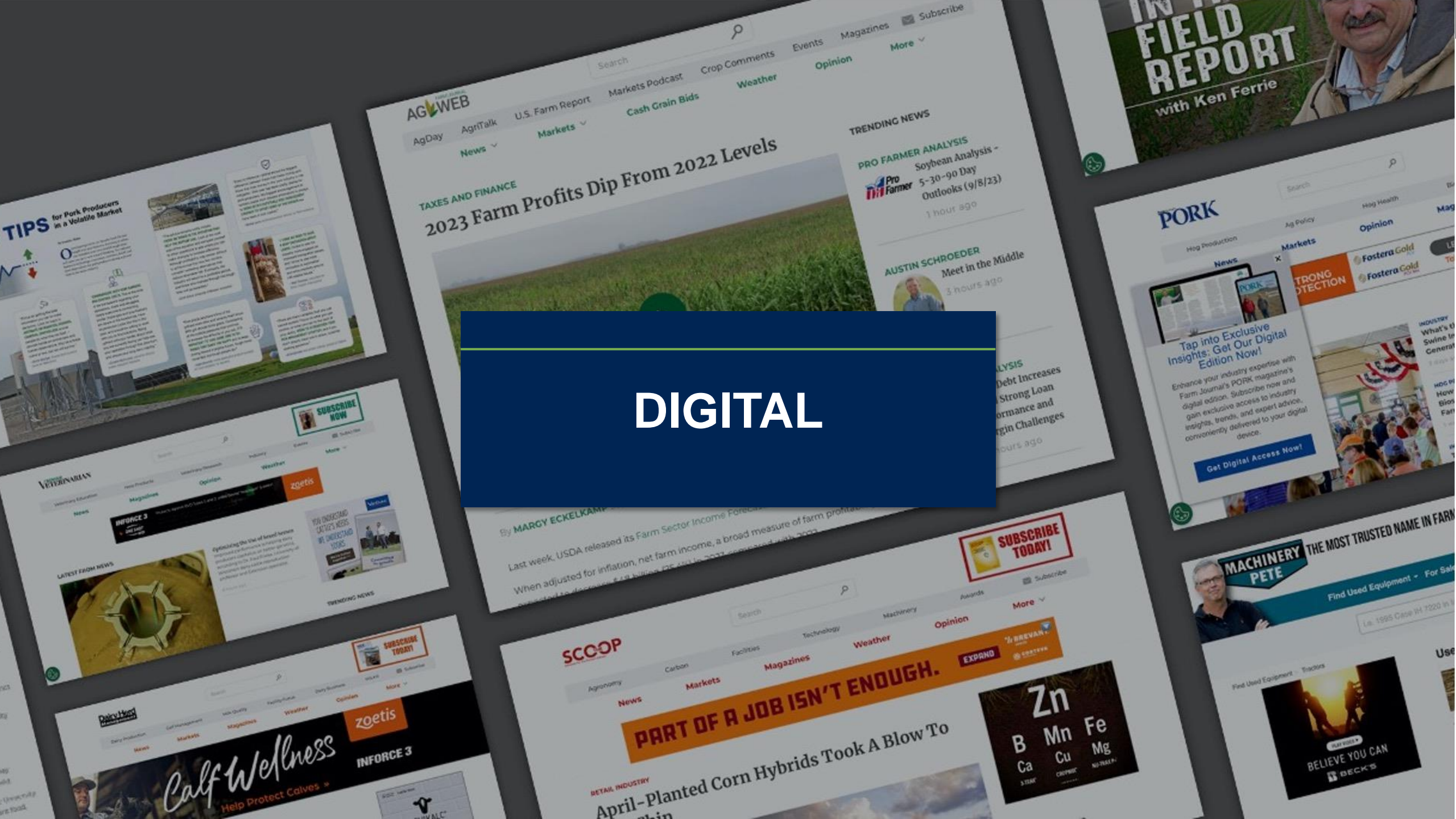
## TARGET AND CONNECT WITH YOUR AUDIENCE LIKE NEVER BEFORE

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

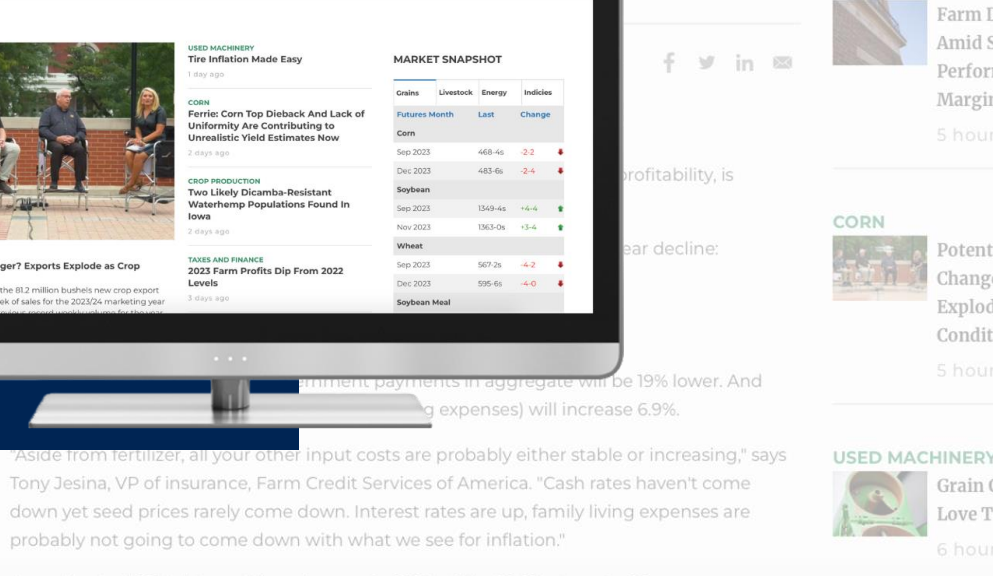
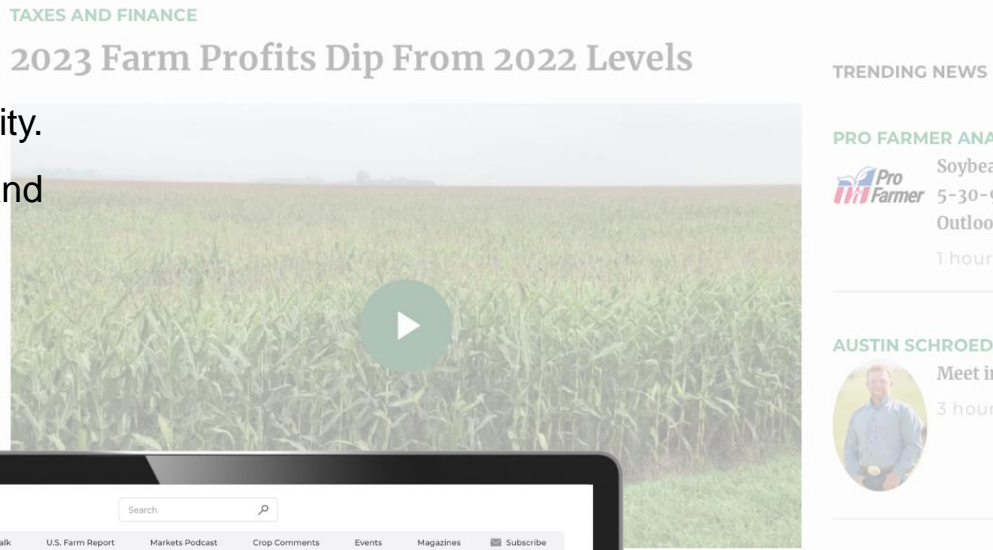
- Revolutionary high-impact print product
- Patented, market-exclusive platform
- Targeted delivery via The Scoop creates thousands of impressions
- QR codes provide groundbreaking insights and drive one-to-one interactions

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





DIGITAL



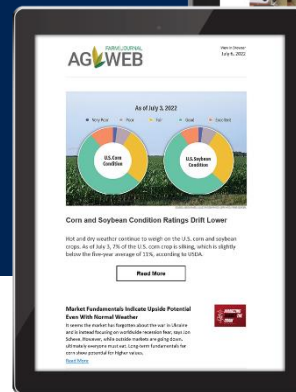
AgWeb.com is agriculture's **No. 1 website** for industry information and market activity. In fact, farmers who control a combined 80 million acres engage with AgWeb each and every day. With more than **2.2 million pageviews** and **440,000 unique visitors** each month, AgWeb also is a powerhouse content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



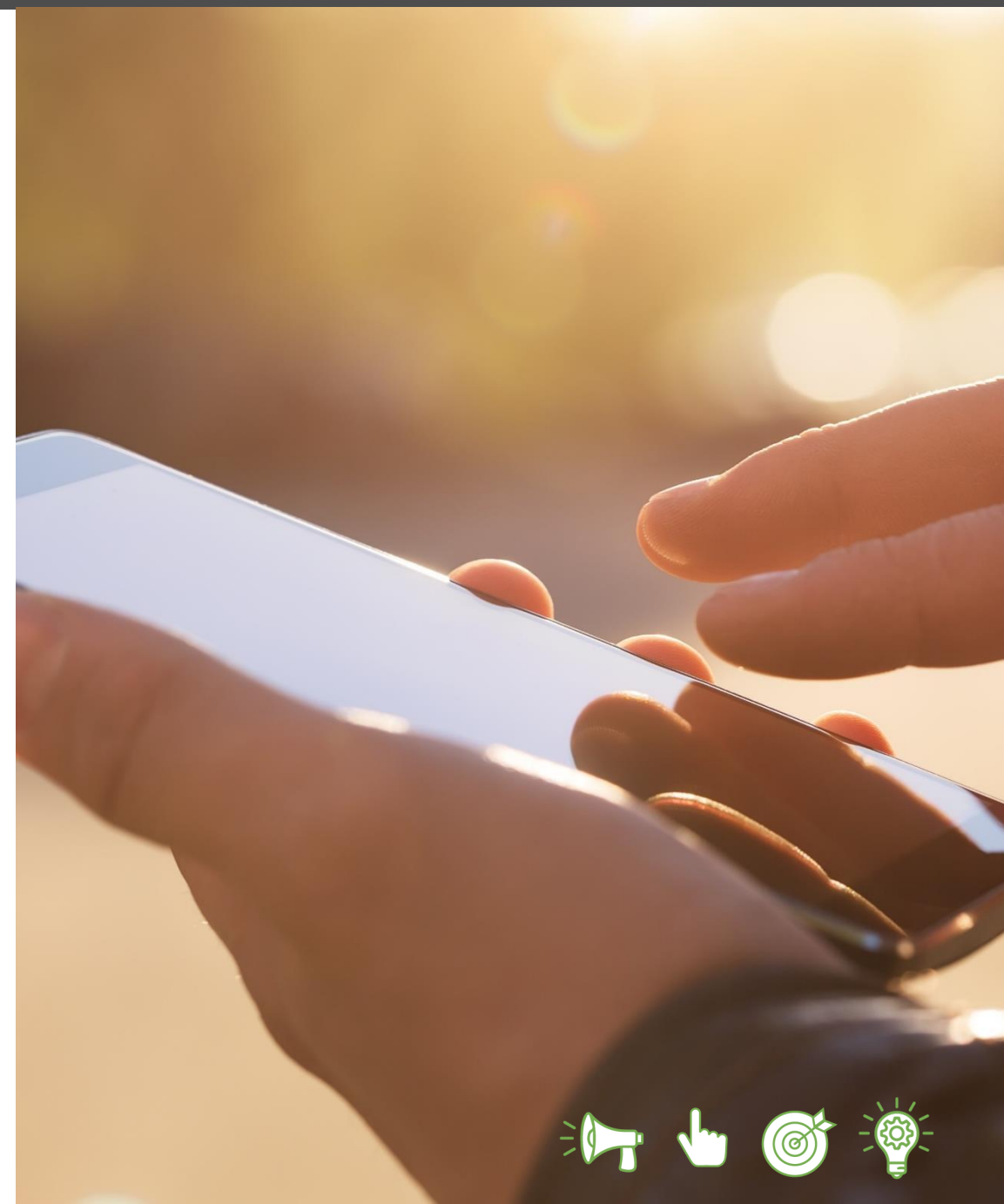
**Twitter**  
> 135,000 followers



**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



# 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.

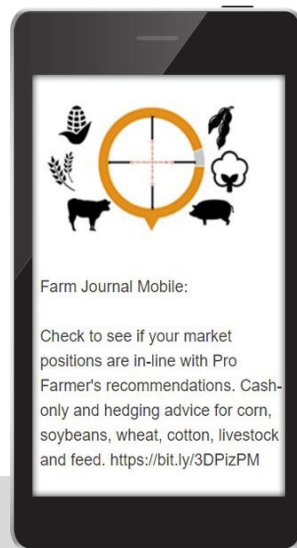


<b>Facebook</b>	40,000	59,000		4,500	35,000	72,000	196,000	3,800	3,100
<b>Twitter</b>	38,800	97,600	5,012	43,400	13,400	17,500	48,300	16,400	
<b>Instagram</b>	2,739	5,282			1,429	258	67,000		
<b>LinkedIn</b>		25,333	386				1,244		



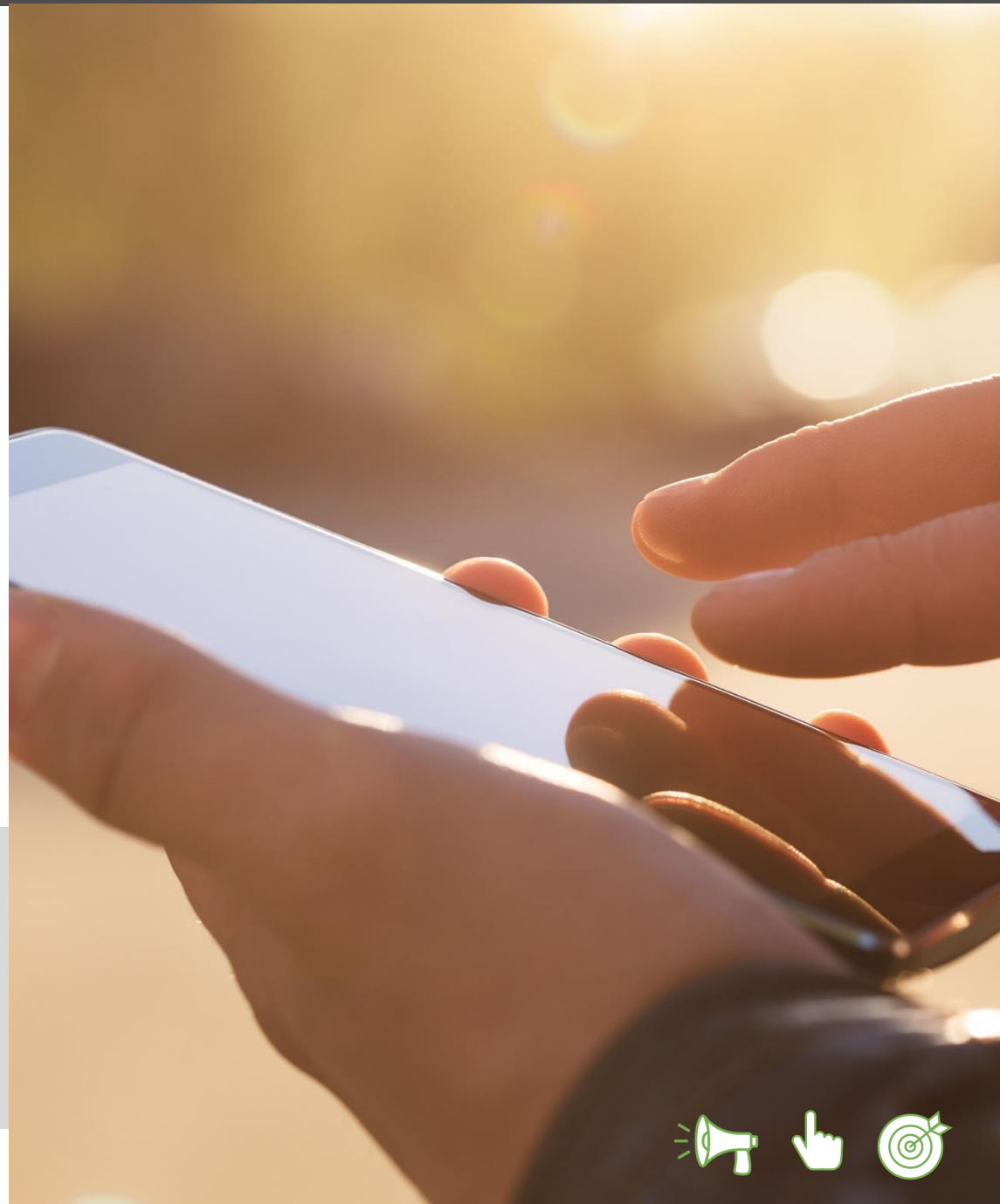
# MOBILE SUBSCRIBERS

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



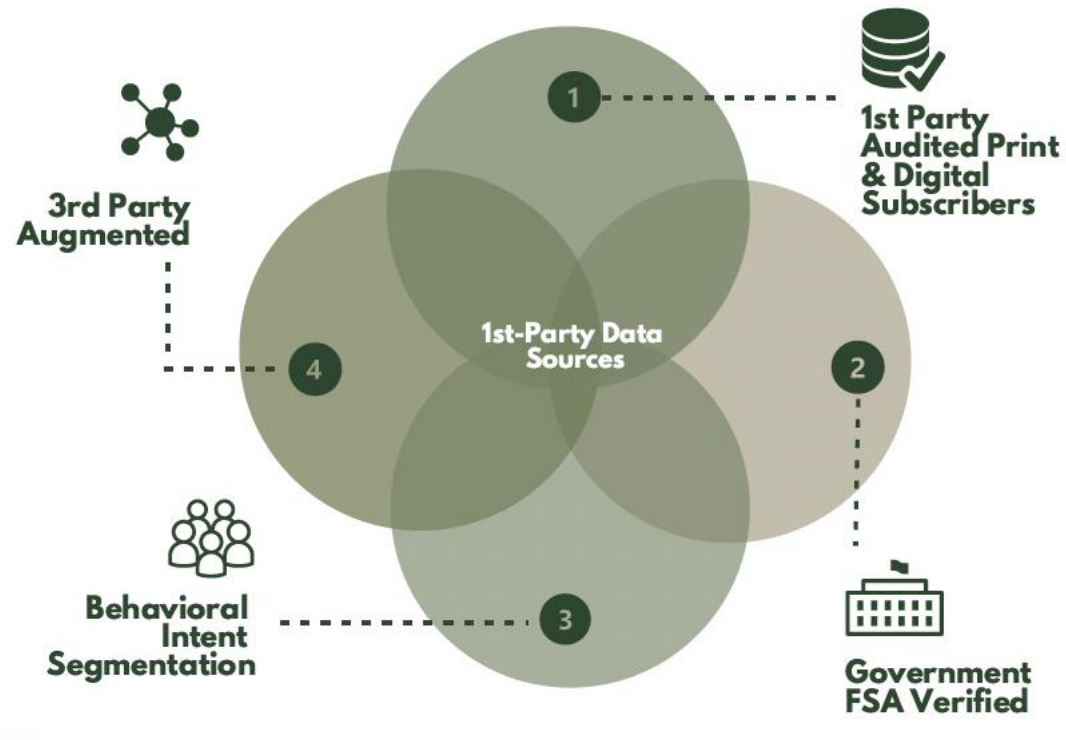


# PRECISION REACH™

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



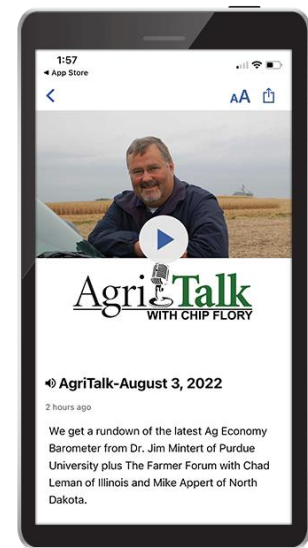
**AgriTalk AM:** airs 10 AM Central, M-F  
**AgriTalk PM:** airs 2 PM Central, M-F

**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



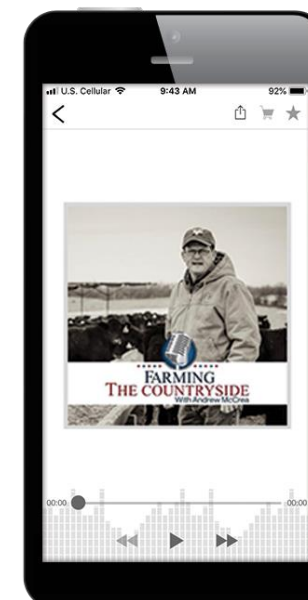
Host: Andrew McCrea

## 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.



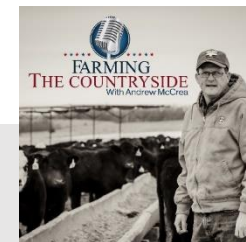
5,000+ Monthly Downloads

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

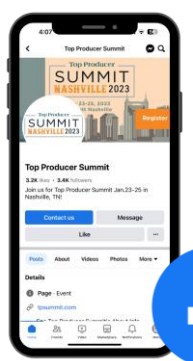
### Attendees Represent

- \$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



# 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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[tsmith@farmjournal.com](mailto:tsmith@farmjournal.com)



**Dustin Johansen**  
 Vice President of Sales, Livestock Division  
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**Peter Rupert**  
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**Susan Hunyor**  
[shunyor@farmjournal.com](mailto:shunyor@farmjournal.com)



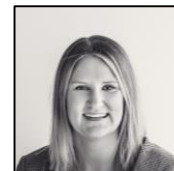
**Leah Mindemann**  
[Leah.Mindemann@bock-assoc.com](mailto:Leah.Mindemann@bock-assoc.com)



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**Nicole Starr**  
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