

The PROGRESSIVE FARMER



The nation's most recognized & awarded agriculture magazine

2018 reach
National circulation: 500,000

Frequency

Published 14 times in 2018: January, February, mid-February, March, April, May, June, July, August, September, October, November, mid-November and December. Special interest issues are also available.

Editorial overview

Your farm. Your land. Your life. In each issue, we strive to improve our readers' lives financially, while helping them deal with issues surrounding their biggest investment — their land. We offer articles on land prices, land use, conservation, and legal issues related to land ownership.

We focus on the details of operating a successful farm by covering subjects like marketing, management, crop and livestock production, and equipment. Our readers also benefit from content focused on the day-to-day issues that their families face with articles related to their life, such as estate planning, activities for farm kids, inheritance issues, and on-farm safety.

Special editorial

CattleLink™

A special, beef-focused section reaching 260,000 of the nation's largest cattle producers. Frequency: 12 times in 2018 — January, February, March, April, May, June, July, August, September, October, November, and December.



ABOUT THE MAGAZINE

Irrigation Extra

A special section with articles highlighting irrigation practices and new procedures. Timing: 6 times in 2018 — February, March, April, May, July and October.

America's Best Young Farmers & Ranchers

An annual profile of winners, along with a related story describing the business hurdles that young farmers and ranchers face. Timing: February 2018.

Audience profile*

Readership	3.0 million	Median age	54 years
National circ.	500,000	Median HHI	\$143,000
South circ.	240,000	Homeowners	96 percent
Midwest circ.	270,000	Own 3+ acres	80 percent
Male	90 percent	Own 1+ autos	99 percent
Female	10 percent	Own an ATV	54 percent



Farm demographics*

1+ acre corn producers:	317,220
1+ acre soybeans producers:	279,698
1+ acre wheat producers:	269,847
1+ acre cotton producers:	39,424
1+ head of beef cattle:	216,397



*Source: The Progressive Farmer Prototype/MRI Doublebase Fall 2006; PF Feb. 09 Issue Reading Survey

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