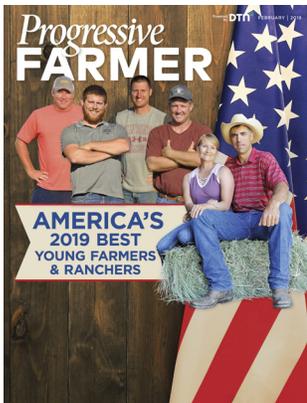


Progressive FARMER

AG'S MOST-AWARDED
EDITORIAL TEAM



The nation's most recognized and awarded agriculture magazine



2019 reach

National circulation: 450,000

Frequency

Published 14 times in 2019: 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 2019 — January, February, March, April, May, June, July, August, September, October, November, and December.



Irrigation Extra

A special section with articles highlighting irrigation practices and new procedures. Timing: 6 times in 2019 — 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 2019.

Data Services

As an advertiser, you will have access to reader response mechanisms and ink jet capabilities. DTN/The Progressive Farmer offers full service database management and relationship marketing services, including list rental of a 1.2 million-name database.

Audience profile*

Readership	3.0 million	Median age	54 years
National circulation	450,000	Median HHI	\$143,000
South circ.	240,000	Homeowners	96 percent
Midwest circulation	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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