

Progressive **FARMER**



Print



Digital



Events

Add Quality to Your Media Plans

Engaging farmers on multiple platforms to drive success

Over **260** editorial awards in the past 5 years:

- North American Agricultural Journalist Writing Competition (NAAJ)
- Neal Awards
- Folio Awards
- American Agricultural Editors' Association (AAEA)
- Weed Science Society of America
- American Society of Business Publication Editors (ASBPE)

Recognition for **writing, design, photography and reporting** served through both **print and digital**.

The Nation's Most Widely Distributed Agriculture Magazine

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.

Progressive Farmer focuses on the details of operating a successful farm by covering subjects like **marketing, management, new technology**, 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.



2020 reach

National circulation: 410,000

Published

14 times annually

National Coverage of Key Demographics:



305,299



250,867



260,413



265,414



38,644



10,910

250+ acres

260,652

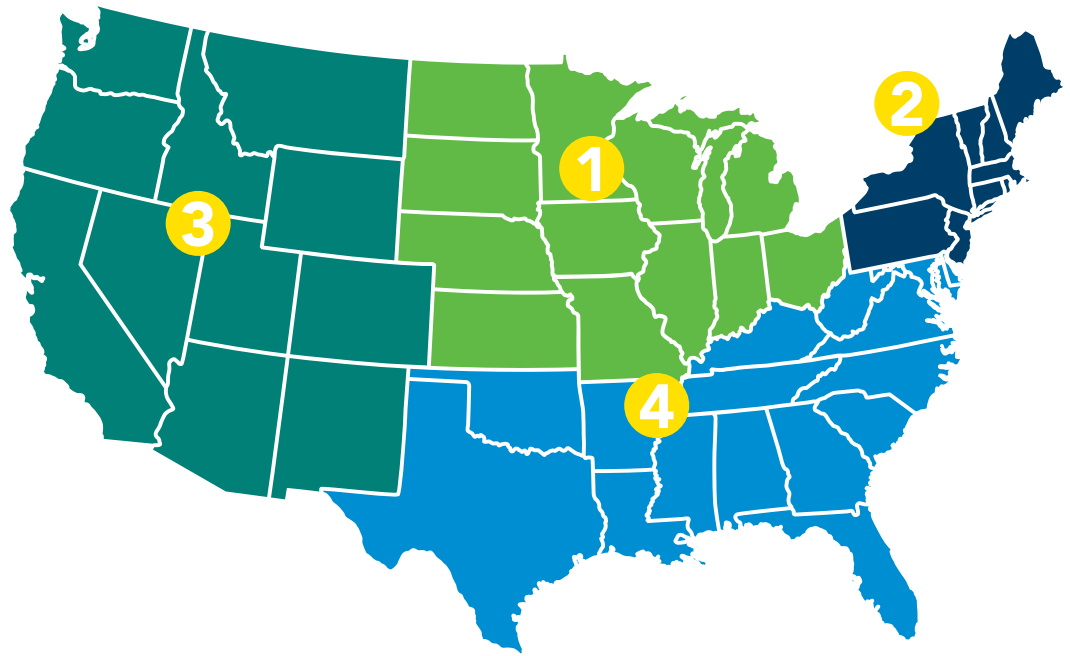


Data Services

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

Progressive Farmer

2020
circulation:
410,000



1 North Central – 209,485

Illinois: 27,921
Indiana: 15,067
Iowa: 35,128
Kansas: 18,413
Michigan: 7,159
Minnesota: 23,459
Missouri: 15,140
Nebraska: 21,430
North Dakota: 10,861
Ohio: 13,815
South Dakota: 11,999
Wisconsin: 9,093

2 Middle Atlantic/ New England – 7,653

Connecticut: 183
Maine: 179
Massachusetts: 205
New Hampshire: 87
New Jersey: 374
New York: 2,535
Pennsylvania: 3,822
Rhode Island: 20
Vermont: 248

3 Mountain/ Pacific – 26,177

Arizona: 1,013
California: 3,773
Colorado: 4,492
Idaho: 2,593
Montana: 5,718
Nevada: 306
New Mexico: 1,530
Oregon: 1,795
Utah: 743
Washington: 3,070
Wyoming: 1,144

4 South – 166,534

Alabama: 7,571
Arkansas: 9,084
Delaware: 1,025
Florida: 3,546
Georgia: 10,645
Kentucky: 22,286
Louisiana: 5,547
Maryland: 4,735
Mississippi: 6,874
North Carolina: 21,888
Oklahoma: 11,426
South Carolina: 6,075
Tennessee: 9,678
Texas: 26,704
Virginia: 14,341
West Virginia: 5,109

2020 color print rates*

		full page	2/3 page	1/2 page	1/3 page
National	410,000	\$32,800	\$22,960	\$18,565	\$13,120
CattleLink	260,000	\$18,200	\$12,740	\$10,920	\$7,280
Demo Select (250+ Acre Growers)	260,000	\$18,200	\$12,740	\$10,920	\$7,280

*All rates are gross. Demographic and Geographic buys are available as a customized quote. Contact your representative.

2020 Editorial Highlights*

JANUARY 2020

MAJOR FEATURE:

Decade of Disruption: 20/20 Vision of the Future

(Ongoing Series)

FEBRUARY 2020

MAJOR FEATURE:

America's Best Shops

MID-FEBRUARY 2020

MAJOR FEATURE:

Invisible Invaders

Crop threats from below ground.

MARCH 2020

MAJOR FEATURE:

Wheat Yield Contest Winners

APRIL 2020

MAJOR FEATURE:

Guessing Game/Survey Says

Using corn, soybean and cotton performance trials to improve production and economic performance.

MAY 2020

MAJOR FEATURE:

Livestock Outlook

JUNE 2020

MAJOR FEATURE:

TBD

JULY 2020

MAJOR FEATURE:

TBD

AUGUST 2020

MAJOR FEATURE:

Plan for Planting

SEPTEMBER 2020

MAJOR FEATURE:

TBD

OCTOBER 2020

MAJOR FEATURE:

The Pulse of Rural America: Our Exclusive Zogby Poll

NOVEMBER 2020

MAJOR FEATURE:

Land Values

MID-NOVEMBER 2020

MAJOR FEATURE:

Farm Management/Business

DECEMBER 2020

MAJOR FEATURE:

America's Best Young Farmers & Ranchers

*Topics subject to change



In every issue...

Taxlink

Weatherlink

CattleLink

Croplink

Landwatch

Ask the Vet

Ask the Mechanic

Inside The Market

Handy Devices

BusinessLink

Family Business Matters

Our Rural Roots

Rod Mauszycki

Bryce Anderson

Victoria Myers

Pamela Smith

Victoria Myers

Dr. Ken McMillan

Steve Thompson

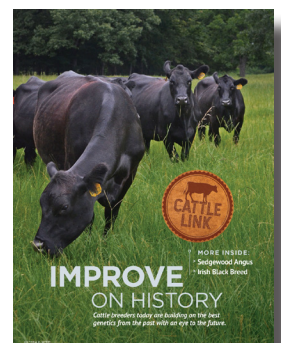
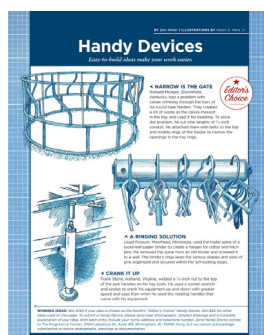
Todd Hultman

Dan Miller

Katie Dehlinger

Lance Woodbury

Farmer Bloggers



Irrigation Extra



Stories highlighting irrigation practices and new procedures.

Published 6 times annually: February, March, April, May, July and October

CattleLink



A special, beef-focused section reaching 260,000 of the nation's cattle producers.

Published 12 times annually: January, February, March, April, May, June, July, August, September, October, November, and December



2020 Publishing Schedule*

Issue	Ad closing/ IOs due	Insert & coverwrap material deadline	ROP ad material deadline	Delivery
January 2020	11/19/19	11/27/19	11/28/19	01/01/20
February 2020	12/17/19	12/26/19	12/26/19	02/01/20
Mid-February 2020 (ReadEx issue)	01/06/20	01/14/20	01/15/20	02/15/20
March 2020	01/20/20	01/28/20	01/29/20	03/01/20
April 2020	02/18/20	02/26/20	02/27/20	04/01/20
May 2020	03/17/20	03/26/20	03/27/20	05/01/20
June 2020	04/21/20	04/29/20	04/30/20	06/01/20
July 2020	05/26/20	06/04/20	06/08/20	07/15/20
August 2020	06/15/20	06/25/20	06/29/20	08/01/20
September 2020	07/20/20	07/30/20	07/31/20	09/01/20
October 2020 (ReadEx issue)	08/21/20	08/31/20	09/02/20	10/01/20
November 2020	09/17/20	09/24/20	09/28/20	11/01/20
Mid-November 2020	10/05/20	10/13/20	10/14/20	11/15/20
December 2020	10/16/20	10/26/20	10/27/20	12/01/20

*This is a preliminary schedule, dates are subject to change



68% of daily digital users site print sources
as the #1 driver in visiting ag websites



79% of daily digital users also use ag print weekly

Use the Best Digital Tactic to Achieve Campaign Success with Farmers



Sponsored Content

Meet the Class of 2019

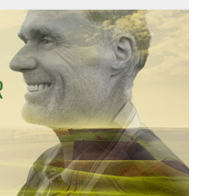


DTN/The Progressive Farmer announced its newest America's Best Young Farmers and Ranchers honorees.

From:
DTN/Progressive Farmer

[READ MORE](#)

SAVINGS AT YOUR FINGERTIPS.



When it comes to saving on the seed and crop protection products you need, there's nothing like InputFinance.com. There, you'll find exclusive offers that will benefit you and your operation in 2019.

Plus, save even more by putting the **Multi-Use Account** from John Deere Financial to work with flexible financing terms tied to your production cycle.

Benefits to you:

- Exclusive money-saving finance offers for seed and crop protection products
- Could save thousands of dollars in interest expense and lower your cost per acre
- Improved cash flow with buy now, pay after harvest 2019 terms

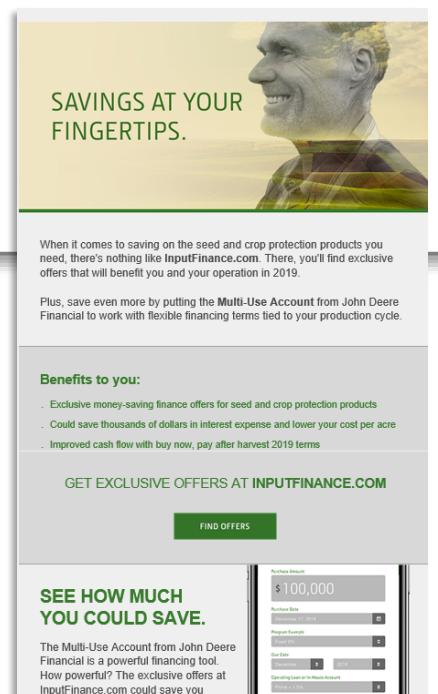
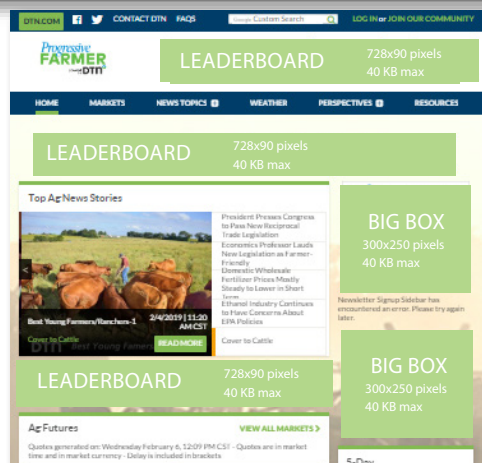
[GET EXCLUSIVE OFFERS AT INPUTFINANCE.COM](#)

[FIND OFFERS](#)

SEE HOW MUCH YOU COULD SAVE.

The Multi-Use Account from John Deere Financial is a powerful financing tool. How powerful? The exclusive offers at InputFinance.com could save you

Account Amount	\$100,000
Account Date	12/31/2018
Account Number	123456789
Account Type	Multi-Use
Account Status	Active
Account Owner	John Doe
Account Address	1234 Main St, Anytown, USA
Account Phone	(555) 123-4567
Account Email	john.doe@inputfinance.com



Talk to Your Best Customers Across Multiple Digital Platforms

On Site:

- DTNPF.com
 - Banner Advertising
 - On Site Data Targeting
 - Native
 - Sponsorships
 - Channel Blocks
 - Videos
 - Pre & Post Roll
 - Video Channel
- DTN Premium Sites:
 - MyDTN & DTN Professional Online
- Run of Network
- iPad

Sponsored Content

Meet the Class of 2019



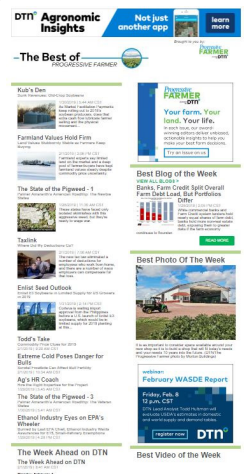
From:
DTN/Progressive
Farmer

DTN/The Progressive Farmer announced its newest America's Best Young Farmers and Ranchers honorees.

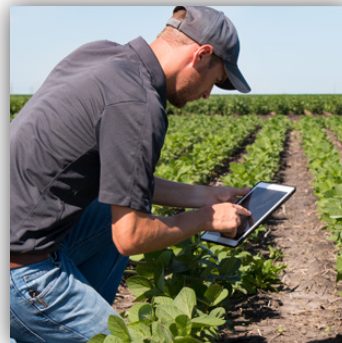
[READ MORE](#)

Off Site:

- Audience Extension Banners
- Audience Extension Native
- Audience Extension Video
- Site Retargeting
- Ad Retargeting
- Social Amplification
- E-blast
- E-newsletters



***Geo targeting options available**



DTN Digital Network

2,000 pieces of content produced **everyday**

78% average viewability

50 Writers and Contributors including:

- 29** DTN Staff Ag Editors, Analysts & Meteorologists
- 12** Grain Bidders
- 7** Staff *Progressive Farmer* Editors

Digital enhancements:

- Upgraded navigation
- Demo targeting
- Video tactics
- *Progressive Farmer* content on DTN

Digital: Run of Network

DTNPF.com

147,500

Unique Visitors

595,000

Page Views

DTNPF.com

dtnpf.com is the go-to website for producers who need to stay informed about the agriculture industry, discover business and operational best practices, and promote rural perspectives. The site aggregates the views of industry experts focused solely on the ag industry, offering users a breadth of information in one single destination.

DTN Paid

\$1,300

average annual subscription

74,000

Unique Visitors

98%

retention rate

2,500,000

Page Views

DTN Premium Sites: MyDTN & DTN Professional Online

DTN Professional and MyDTN are premium paid subscription services meeting the needs of the largest producers in the industry. Delivered directly via satellite or the Internet, DTN Professional is a reliable, real-time solution... it's a business tool used to help producers better manage risk and protect their profits.

Run of Network

221,500

Unique Visitors

3,150,000

Page Views

Providing advertisers an efficient buy combining the beneficial environment of both public and paid content.

CPM: \$25

Geo targeted CPM: \$30

DTNPF.com website showing a leaderboard ad unit. The ad unit is titled "LEADERBOARD" and has dimensions of 728x90 pixels and 40 KB max. It features a "Top Ag News Stories" section with a headline "President Presses Congress to Pass New Reciprocal Trade Legislation" and a "BIG BOX" ad unit with dimensions of 300x250 pixels and 40 KB max.

DTN Professional website showing a leaderboard ad unit. The ad unit is titled "LEADERBOARD" and has dimensions of 728x90 pixels and 40 KB max. It features a "Top Stories" section with a headline "President Presses Congress to Pass New Reciprocal Trade Legislation" and a "BIG BOX" ad unit with dimensions of 300x250 pixels and 40 KB max.

DTN Professional website showing a leaderboard ad unit. The ad unit is titled "LEADERBOARD" and has dimensions of 728x90 pixels and 40 KB max. It features a "Crops" section with a headline "Retaining Seed Treatments" and a "BIG BOX" ad unit with dimensions of 300x250 pixels and 40 KB max.

Standard banner ad sizes and CTRs:

300x250 - 0.15%	970x90 - 0.14%
728x90 - 0.08%	300x600 - 0.26%
160x600 - 0.05%	320x50* - 0.04%



High-impact special ad units

Expandables

728x90 expands to 728x315
300x250 expands to 600x250
300x600 expands to 600x600
CPM: \$45
Geo-targeted CPM: \$60

In-banner video

CPM: \$45
Geo-targeted CPM: \$60

Pushdown

970x90 expands to 970x415
CPM: \$60
Geo-targeted CPM: \$75

Light-Box

300x250 expands to full screen
Features video player
CPM: \$45
Geo-targeted CPM: \$60

Mobile adhesion banner

The ad unit will appear and remain at the base of the page while users are browsing.
CPM: \$50
Geo-targeted CPM: \$60

On-site Digital Tactics

Native Advertising Sponsored Content

DTN Native delivers your message in-stream, without interrupting the overall user experience — making it ideal for distributing useful, interesting, and targeted content outside of your brand's website.

• Sponsored Content Ad on dtnpf.com

- Logo
- Thumbnail
- Headline
- Sponsored content summary
- Article Image
- Article content
- Video

Serve lightbox videos, surveys, infographics, slide presentations, etc. out of our native ad spaces on dtnpf.com. There are over 300 supported third-party services that we can embed directly into the lightbox.

• For custom content creation, please contact your sales executive for pricing and options.

Sponsored Content

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DTN/The Progressive Farmer announced its newest America's Best Young Farmers and Ranchers honorees.

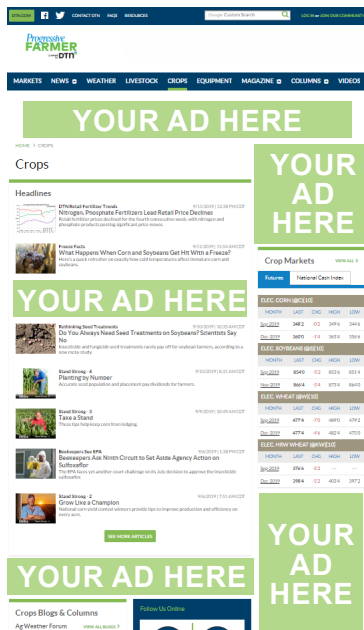
From:
DTN/Progressive Farmer

READ MORE

Average CTR: .30%

CPM: \$60

Geo-targeted CPM: \$75



100% SOV and Sponsorships

Homepage Takeovers, Channel Blocks and Channel Focus ad buys are available

CPM: \$60

Average CTR:

Contact your sale representative for a tailored program designed for your brand.

On-site Demo Targeting

We are pleased to announce that we can now use our *Progressive Farmer* database to hyper target the perfect audience for your brand on endemic campaigns!

Run of Network Banners

- CPM: \$40 net



Video Channel

All DTN/PF videos aggregated into a robust video channel

New *Progressive Farmer* specific videos and podcasts expand our online video.

Pre/post-roll videos on DTN Daily Videos

Net investment: \$2,000

Sponsored Videos

Advertiser provided videos delivered in stream on the Video Channel

Net investment: \$2,000



Off-site Digital Tactics

Hyper Target Your Most Qualified Audiences with DTN/PF First Party Data

Audience Development

Using our *Progressive Farmer* database to hyper-target the perfect audience.

Audience Extension Offers:

- **Banners**

Average CTR: 0.13%
\$15 CPM

- **Audience Extension Native:**

\$30 CPM
Average CTR: 0.32%

- **NEW Audience Extension Video:** Target the same data segment as your banners and native campaigns with high-impact video ads!

Video displays up to a minute in length
Average CTR: 1.22%
\$30 CPM

Creative Guidelines

Display Banners

- Medium rectangle: 300x250
- Leaderboard: 728x90
- Wide skyscraper: 160x600
- Large rectangle: 300x600
- Mobile leaderboard: 320x50

Native Ads

- Background Image
- Headline - 90 characters
- Summary - 140 characters
- Click-through URL
- Brand name to be displayed

Site Retargeting:

Follow the loyal visitors of dtnpf.com throughout their online experience.

Visitors of dtnpf.com will be served our advertiser's message(s), "offsite" through a 3rd party network.

Banner

- CPM: \$15 net

Native

- CPM: \$30 net

Ad Retargeting:

Serve your ads off-site to users who have viewed or clicked your ad while visiting DTNPF.com.

Banner

- CPM: \$20 net

Native

- CPM: \$35 net

Social Opportunities:

Paid Facebook ad opportunities

Facebook: 37,216 followers

- CPM: \$25 net

Facebook Banner Ads

- Sidebar ad: 600x315
- Mobile ad: 1200x627



Off-site Digital Tactics

E-newsletters

BEST OF DTN/Progressive Farmer

- Delivered each Saturday
- Sent to approximately 22,842 subscribers
- Highlights the best stories, photos, and blogs from the past week
- Looks ahead to the coming week and notes significant events and reports
- Ad Sizes: 728 x 90 or 300 x 250

Metrics

Open rate 41.46%
Click rate 0.25%

DTN MORNING SNAPSHOT

- Delivered five times per week
- Sent to approximately 34,206 subscribers
- The essential five-minute morning read
- Delivers breaking agriculture news, market information, and localized weather to producers' inboxes every morning.
- Ad Sizes: 728 x 90 or 300 x 250

Metrics

Open rate 31.53%
Click rate 0.09%

DTN MORNING SNAPSHOT

- Delivered weekly
- Sent to approximately 15,000 beef producers
- Includes time-sensitive news for cattlemen
- Market commentary and weather analysis
- Information on cattle production and management
- Coverage of ag policy issues affecting cattle producers
- Ad Sizes: 728 x 90 or 300 x 250

Metrics

Open rate 30.07%
Click rate 0.10%

Above the fold

1x: \$1,250 2x: \$2,000 4x: \$2,500

Below the fold

1x: \$750 2x: \$1,200 4x: \$1,500

One ad placement per week for 4 weeks: \$4,200

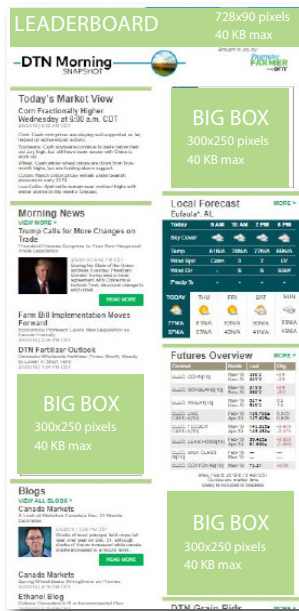
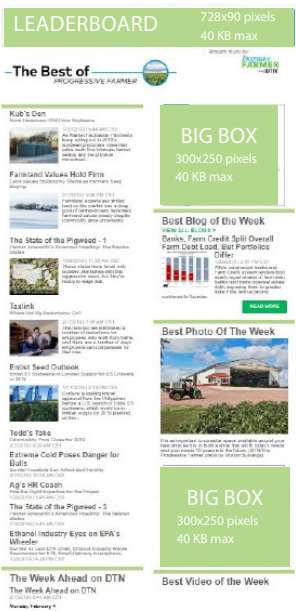
Two ad placements per week for 4 weeks: \$6,000

Above the fold

1x: \$1,250 2x: \$2,000 4x: \$2,500

Below the fold

1x: \$750 2x: \$1,200 4x: \$1,500



E-blast

- 150,000 unique e-mail database, with a variety of demographics
- Promote a special deal, coupon, rebate, financial incentive, etc.
- Promotion will link to your webpage
- Ad size: 600xTBD by you or your HTML design
- File formats: GIF or JPEG (must be under 200 KB to be served)

Average Open rate: 5.23%

Average Click rate: 0.18%

Pricing:

0 - 10,000	\$800 (minimum)
10,001 - 25,000	\$80 CPM
25,001 - 50,000	\$60 CPM
50,001 - 100,000	\$40 CPM
100,001 +	\$30 CPM

Unique Digital Platforms

iPad Application

The DTN/*Progressive Farmer* iPad application delivers our highly recognized markets, news, and weather information.

Leaderboard: 728x90

- Ads will reside at the top of the app like a leaderboard
- Ads will be embedded into the app

Monthly page views: 1,200

Click rate: 0.37%

Time spent: 04:45

CPM: \$25



DTN Professional Services

Total Subscribers: 48,500

- DTN online subs: 17,000
- DTN satellite subs: 31,500
- DTN producer subs: 31,900
- DTN agribiz subs: 16,600
- Total corn growers: 35,097
- Total soybean growers: 33,309
- Total cotton: 4,329

Demo-targeted and geo-targeting options available upon request.

DTN Professional Satellite

- Delivered via satellite to 31,500 subscribers
- Not limited to broadband connections, allowing us to reach virtually any producer.
- Ad Sizes:
 - Banner: 640x48
 - Sub menu: 296x396
 - Landing page: 640x460
 - Forced front page: 640x460
 - Screen saver: 640x460

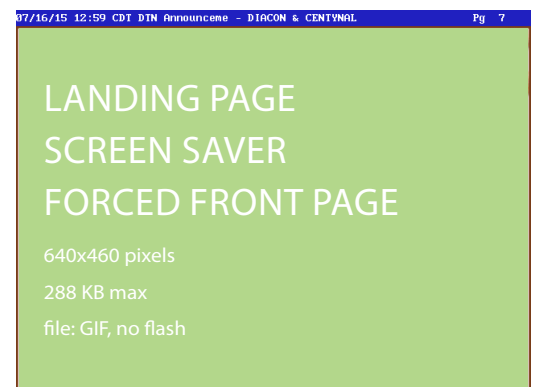
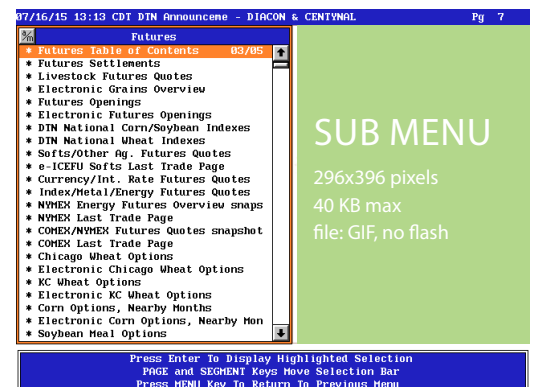
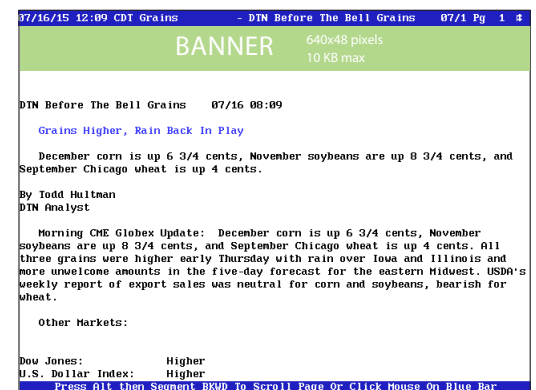
National Ad Messaging Net Rates

- Banner (one month) \$3,600
- Sub-menu (one month) \$2,400
- Screen saver (1 week) \$2,600
- Force front page (1 week) \$3,650
- DTN Professional Online (50,000) Imps: NC w/ SAT

National Ad Messaging Net Rates, bundled with Progressive Farmer

- Banner (one month) \$3,100
- Sub-menu (one month) \$1,900
- Screen saver (1 week) \$2,100
- Force front page (1 week) \$3,150

Demo-targeted and geo-targeting options available upon request.



*DTN satellite system is a closed system that does not link to external websites

One to One Opportunities

Fully-integrated Event Opportunities

DTN^o Ag Summit

Fairmont Chicago Millennium Park Hotel - Annually in December

- Provides new perspectives for producers with expert insight and on-message presentations from agriculture's thought leaders
- A high-value producer connection point, supported by our team of industry-leading editors and advisors
- Commitment to the on-going education of the nation's best producers, including next-generation farmers
- Offering first-class amenities, including hotel facilities, meals, evening receptions, and networking events at popular Chicago destinations
- Additional partner opportunities: focus groups, private VIP events, receptions, room drops, hotel key card messaging, transportation, and live video sponsorships that support interaction with sponsors

Pre event workshops relevant for every generation of farmers.

2018 Ag Summit attendance recap

32 US States, 3 Provinces, 8 Countries

627 Total Farmer and Agribusiness Registrations

Average acre levels:

Total farm size	4,797 acres
Corn	2,566 acres
Soybeans	1,559 acres
Wheat	495 acres
Cotton	1,535 acres
Beef cattle owned	715 head

DTN Ag Summit Themes:

- 2007 Grow and Prosper: Producer Strategies for High-Risk, High-Reward Agriculture
- 2008 Brave New Worlds: Your Map for Managing Ag Risk
- 2009 Navigating Change: How to Profit in Turbulent Times
- 2010 Recalibrate for the New Normal
- 2011 Ag's 2012 Challenge: Rebalancing Risk and Reward
- 2012 Agriculture 2.0: Business Intelligence for Tomorrow's Farms
- 2013 Ag's New Playbook: Tactics to Tame Volatility

- 2014 Strategies for Ag's Super Cycles
- 2015 Master Your Margins: Strategies for Ag's High Risk Cycles
- 2016 Farm Strong: Build Endurance for Commodity Cycles
- 2017 Conquer Ag's Cycles: Strategies to Drive Your Farm's Performance
- 2018 The Power of Actionable Insights
- 2019 Winning Strategies to Overcome Obstacles

Sponsorships will be tailored to help you engage with the nation's best farmers.

www.dtn.com/advertising

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One to One Opportunities

Online seminars

Sponsor an educational “webinar” on hot topics like ag business concerns, market trends, weather outlooks, and new technology. Partnering with our analysts and editors can position you as a valuable partner and trusted expert.

Tradeshows

Strategically align your brand with our experts on highly-relevant topics, such as sustainability, risk management, market trends, and weather outlooks. Sponsorships are available at agriculture tradeshows nationwide.

Digital Crop Tour

Partner with DTN and Gro Intelligence to put the most timely and beneficial yield data in the hands of US farmers, to empower them to make the best business decisions.

We'll come to you

Bring our experts and editors in-house to share their knowledge at your next customer event, company meeting, or training seminar. Ask your sales representative for details.

Sales Contacts

Sales contacts

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