

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

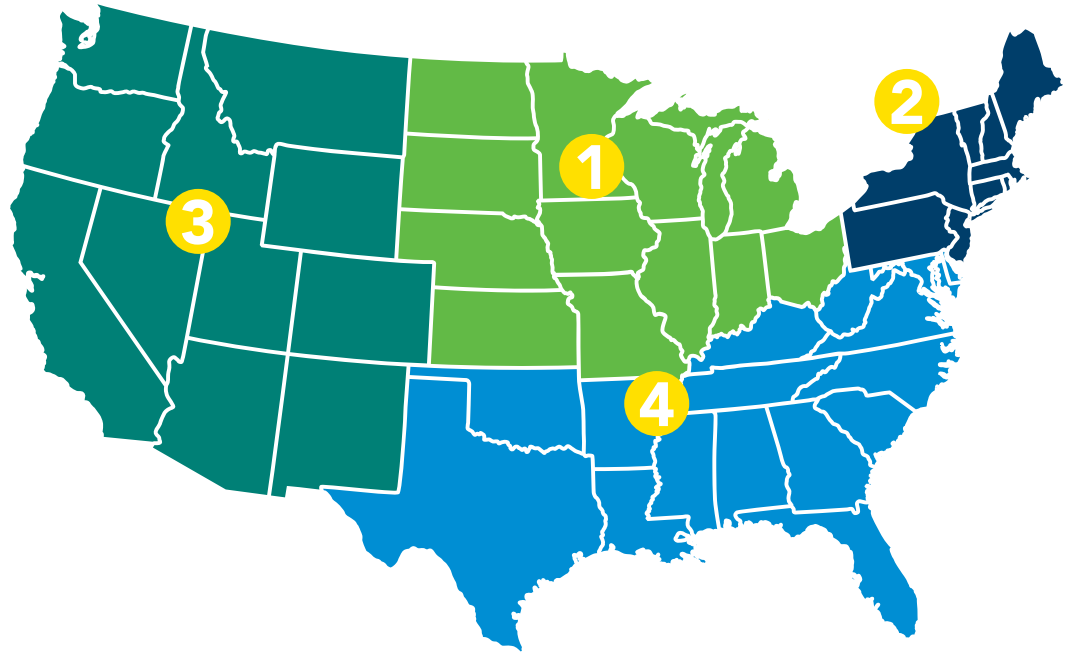


Data Services

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.

www.dtn.com/advertising

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Progressive
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