

# Progressive FARMER

Ag's Most-Awarded  
Editorial Team



## 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

Progressive  
**FARMER**  
powered by **DTN**