

# *Progressive* **FARMER**

## Add Quality to Your Media Plans

Over 265 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)

Engaging farmers on multiple platforms to drive  
success

Recognition for writing, design, photography and reporting serving our audience through both print and digital.



# Commitment and Expertise

Your Land | Your Farm | Your Life

## Dedicated Staff:

50 writers and contributors including:

- 29 DTN Staff Ag Editors, Analysts & Meteorologists
- Staff of 12 Grain Bidders provides largest US cash grain database

Staff expertise:

- **Pam Smith – Crops Technology Editor**
  - Weed Science Society's Inaugural Excellence in Journalism Award (2019)
- **Emily Unglesbee – DTN Staff Reporter**
  - Weed Science Society's Excellence in Journalism Award (2020)
- **Matt Wilde, Crops Editor**

## In Depth Coverage and Industry Alliances

- Mid-February 2020 Crop Invaders
- NCGA Corn Yield Guide
- Wheat Yield Contest Winners – March 2020
- Growing Championship Corn Yields
- Growing Championship Soybean Yields



2,000 pieces of DTN content  
produced everyday

260 Editorial awards in Writing, Design  
and Photography in the past 5 years

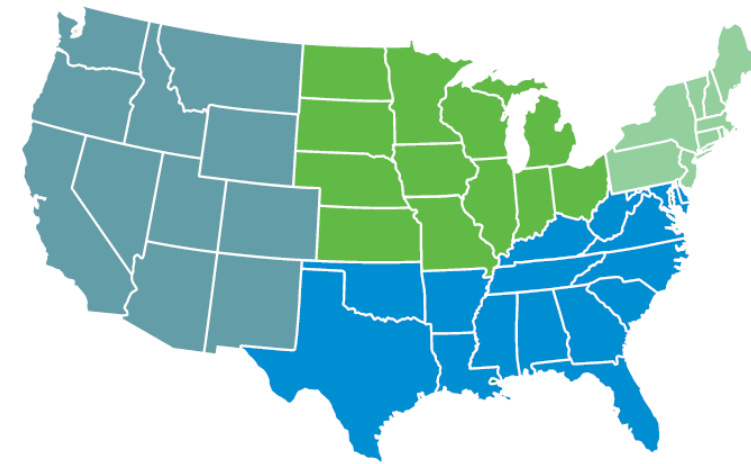
# Your land. Your farm. Your life.



## National Coverage of Key Demographics:

Corn Growers:	280,000
Soybean Growers:	252,000
250+ Acre Growers:	260,000
Wheat Growers:	235,000
Cotton Growers:	43,700
Peanut Producers:	17,000
Cattle Producers:	260,000

## National Circulation: 380,000



<b>North Central:</b>	220,607
<b>South:</b>	132,631
<b>Mountain/Pacific:</b>	19,520
<b>New England:</b>	7,210