2022 MEDIA KIT

Joel Reichenberger, Progressive Farmer Senior Editor
AAEA Photo of the Year
MISSION

Provide valuable content to farmers through the most awarded newsroom in the industry. Reach a true national, diverse audience utilizing the best database in agriculture.

Your Land. Your Farm. Your Life.
AWARDS
writing | photography | design

Over 275 awards in the last 5 years

Gregg Hillyer, Editor-in-Chief
AAEA President's Award

Joel Reichenberger, Senior Editor
AAEA Photographer of the Year
AAEA Photo of the Year
AUDIENCES

Print Subscribers: 360,000
Social Media followers: 58,806

Data Driven Digital Audiences:
- 6.2M Records
- Covering 95% of all US farmers

eBlast subs: 800,000
E-newsletter subs: 78,000

Monthly Unique visitors to DTNPF.com and Paid Subscriber Sites: 250,000
PRINT REACH

Corn Growers: 262,152
Soybeans Growers: 237,154
Wheat Growers: 223,849
Cotton Producers: 44,003
Cattle Producers: 198,466
250+ Acre Growers: 263,204

More demos available

North Central: 222,948
South: 123,213
Mountain Pacific: 30,375
New England: 8,467
DIGITAL REACH

Corn Growers
1,712,595

Soybeans Growers
1,601,069

Wheat Growers
617,224

Cotton Producers
227,955

Cattle Producers
227,183

250+ Acre Growers
536,694

More demos available
100% DATA-DRIVEN AUDIENCE DELIVERY

DISPLAY
- RON
- PROGRAMMATIC
- SOCIAL

NATIVE
- DTNPF
- PROGRAMMATIC
- SOCIAL

VIDEO
- O&O
- PROGRAMMATIC
- SOCIAL
- CTV

PRINT
- PROGRESSIVE FARMER
- CUSTOM CONTENT

AUDIO
- FIELD POSTS
- PODCAST
- PROGRAMMATIC

EVENTS
- AG SUMMIT
- DIGITAL YIELD TOUR
ROI FARMER
119,747 audience size
Each farming decision is focused on making a profit and return on investment.

SUSTAINABLE FARMER
113,513 audience size
Wants to minimize environmental damage throughout their farming tasks.

EXPANSIONIST
30,451 audience size
Looks to expand the farming operation by obtaining more land.

YOUNG FARMER
165,544 audience size
Producers under the age of 45 focused on new technology of farming and maintaining the legacy of the family operation.

AG TECH LEADER
109,632 audience size
Using new technology to adapt and innovate is required to be a successful farming business.

BRAND LOYALIST
106,070 audience size
Prefers to do business solely with one good company. Sees the benefits of loyalty and building relationships with the brand. Enjoys cost savings from the relationship.

FRUGAL FARMER
211,253 audience size
Faces challenges in today’s farming economy and tries to save costs by finding good deals, cutting unnecessary costs and handling tasks themselves.

RURAL LIFESTYLE
449,932 audience size
Lives in nonurban areas and enjoys life outdoors. From gardening and landscaping around the farm to outdoor sports and more, these rural residents enjoy life in the great outdoors, and need equipment to help maintain their land and livestock.
Ag weather event ad triggers powered by DTN Meteorology, matched to FMID database, programmatically delivered on specific in-field weather conditions.

In-season crop weed/disease modeling providing immediate hyper-local content and ad delivery reaching corn, soybean, wheat and cotton operations identified with plant health issues.

Build-your-own-buyer personas to aggregate your ideal customers and customize your messaging to the specific, contextual needs of the grower.

Brand data identification of brand preferences of multiple segments, layered with FMiD, allows you to connect with your most valuable customers and deliver brand messages through conquest programs.

DYNAMIC CAPABILITIES
## PUBLISHING SCHEDULE

<table>
<thead>
<tr>
<th>Issue</th>
<th>IO close</th>
<th>ROP ad material deadline</th>
<th>Delivery</th>
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<tbody>
<tr>
<td>January</td>
<td>11-18-21</td>
<td>12-03-21</td>
<td>01-07-22</td>
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<tr>
<td>February</td>
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<td>May</td>
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<td>October</td>
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<td>November</td>
<td>09-26-22</td>
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<td>December</td>
<td>10-24-22</td>
<td>11-04-22</td>
<td>12-07-22</td>
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Reach out to inquire about insert & cover wrap material close dates

Based on current environment, dates subject to change
2022 EDITORIAL CALENDAR

Jan: Reader Insights on Tractors
Feb: Technology on the farm & NCGA Yield Guide insert
Mar: Wheat Growers Yield Winners
Apr: 4 Seasons of Soy (intensive management on soybeans)
May: Preparing Ag’s Crumbling Infrastructure
Summer: America’s Best Shops
Aug: Starting from the Ground Up – First Gen Farmers
Sept: Seed issue
Oct: Farm Labor
Nov: Deep Dive Around Carbon
Dec: America's Best Young Farmers and Ranchers

Every issue of Progressive Farmer contains the latest information on technology, precision ag, machinery; as well as soil health, conservation, and sustainability.
ENGAGE AND ACTIVATE!

Value what farmers value as you build a marketing communications plan

DTN and Progressive Farmer portfolios will help you achieve a custom, targeted strategy through:

- Expansive digital network communications
- High-value print communications
- Data-driven messaging
- Custom publishing & digital content services
- Accurate weather intelligence & tools
- Unbiased commodity advisory services
- Innovative communications & business solutions

*68% of daily digital users say print is the top tactic for driving audiences to ag websites*

*Source: 2020 Ag Media Channel Study for Connectiv Ag Media Council*
CUSTOM CONTENT EXPERTS

DTN & Progressive Farmer deliver – take advantage of our experience to align and produce compelling communications

Custom Publishing Creation:
- Strategy, Content, Advertorials, Photography, Design, Publish, & Distribute
- Native, Social, Content Feeds, Audience Targeting, Programmatic, & Video
- Event Support, Virtual, & Custom
- Thought Leaders, Influencers, and Expert Perspectives Including: Weather, Commodities, Policy, Energy, Agronomic Trends, & Generational Farming

High Value Partner that delivers quality in all aspects of the relationship

Our Work:

- BASF
- National Corn Growers Association
- Bayer
- Young Farmers & Ranchers
- Corteva
Raising the Bar with valuable Ag Intelligence connected to the right Audience supported by Data

DTN and Progressive Farmer editorial talent blends as one content team delivering the best information and experience for growers across all media platforms.

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<tr>
<th></th>
<th>CIRCULATION</th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
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<tbody>
<tr>
<td>NATIONAL</td>
<td>360,000</td>
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<td>$20,160</td>
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<td>$12,880</td>
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<td>$6,440</td>
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</tbody>
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*250+ Acre Growers
All Rates are gross. Demo and Geo buys are available – contact your representative.

High Impact Units:
Cover 2, Cover 3, Cover 4, Cover Wrap, False Cover, Butterfly Gatefold, Inserts

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.
## DTNPF CAPABILITIES

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<td>1st Party Data eBlasts</td>
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<td>Custom Content Creative</td>
<td>On-Site Pre-Roll Video</td>
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