



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

Progressive
FARMER
powered by **Dtn**



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

Data Driven Digital Audiences:
6.2M Records

**Covering 95%
of all US farmers**

Print Subscribers
360,000

Social Media
followers
58,806

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

Mountain
Pacific
30,375

North
Central
222,948

South
123,213

New England
8,467

DIGITAL REACH

Progressive
FARMER
powered by Dtn

 FARM MARKET iD.



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



Progressive
FARMER
DTN



FARM MARKET ID®

PERSONA-BASED AUDIENCES

ROI FARMER

119,747 audience size
Each farming decision is focused on making a profit and return on investment.

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.

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.

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

Issue	IO close	ROP ad material deadline	Delivery
January	11-18-21	12-03-21	01-07-22
February	01-06-22	01-19-22	02-20-22
March	01-20-22	02-02-22	03-07-22
April	02-21-22	03-04-22	04-07-22
May	03-24-22	04-06-22	05-07-22
Summer	05-05-22	05-18-22	06-19-22
August	06-23-22	07-01-22	08-07-22
September	07-25-22	08-05-22	09-07-22
October	08-23-22	09-02-22	10-07-22
November	09-26-22	10-07-22	11-07-22
December	10-24-22	11-04-22	12-07-22

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:



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

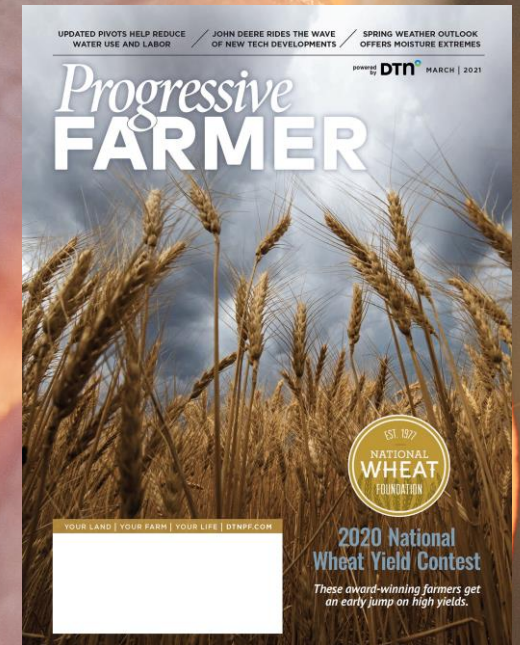
	CIRCULATION	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
NATIONAL	360,000	\$25,200	\$20,160	\$15,120	\$10,080
CATTLELINK	198,500	\$13,800	\$11,040	\$8,280	\$5,525
DEMO SELECT*	236,000	\$16,100	\$12,880	\$9,660	\$6,440

*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.

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FARMER
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DTNPF CAPABILITIES

Farm Market ID Data Services

On-Site Data Targeting Display and Native

eNewsletters

Podcasts

Webinars

Satellite

1st Party Data eBlasts

Custom Content Creative

1st Party Data Programmatic Display

1st Party Data Programmatic Native

1st Party Data Programmatic Video

1st Party Data Programmatic Audio

1st Party Data Programmatic Connected TV

1st Party Data Paid Social

Progressive Farmer Magazine

On-Site Pre-Roll Video