## Progressive FARMER DTN

# 2023 Media Kit

## Mission

Deliver valuable, insightful content to farmers through ag's most-awarded newsroom. Reach a truly diverse, national audience with the industry's largest and most detailed database.

Your land. Your farm. Your life.





## Awards

Writing | Photography | Design

## 275+ awards in the last five 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 8.2M records

Covering 98% of all U.S. farmers

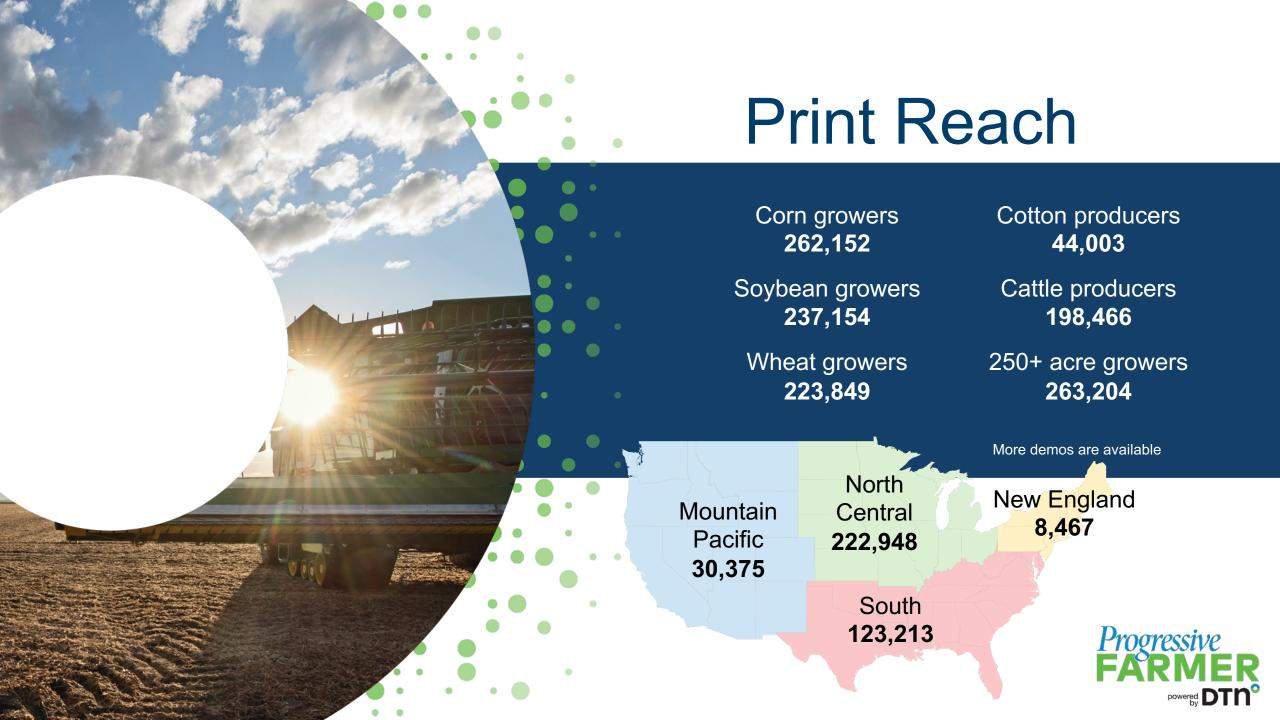
276,000 print subscribers

58,806 social media followers

800,000 e-blast subs

78,000 e-newsletters subs

300,000+ Monthly, unique visitors to dtn.com and paid subscribers sites



### **Digital Reach** Corn growers Cotton producers 1,712,595 227,955 Cattle producers Soybean growers 1,601,069 227,183 Wheat growers 250+ acre growers 617,224 536,694 More demos are available North Mountain Central

1,801,198

South

1,314,245

Pacific

383,329

New England

259,924

**Progressive** powered DTN<sup>C</sup>



## Persona-Based Audiences

## **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.

## Ag tech leader

## 109,632 audience size

Uses new technology to adapt and innovate to be a more successful farming business.

## **Expansionist**

### 30,451 audience size

Looks to expand the farming operation by obtaining more land.





## Persona-Based Audiences

## Young Farmer

### 165,544 audience size

Producers under the age of 45 focused on new technology for farming and maintaining the legacy of the family operation.

## **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 expenses, and handling tasks themselves.

## **Rural Lifeftyle**

### 449,932 audience size

Lives in non-urban areas and enjoys life outdoors. From gardening and landscaping around the farm to outdoor sports and more, these rural residents enjoy living in the great outdoors and need equipment to help maintain their land and livestock.

## Dynamic Weather Capabilities

Ag weather event ad triggers powered by DTN weather experts, matched to our Farm Market data intelligence, and programmatically delivered on specific in-field weather conditions.





# Publishing Schedule

Issue	IO close	Insert and cover wrap materials (supplied)	ROP ad material deadline	Delivery
January	11-28-22	12-14-22	12-09-22	01-07-23
February	01-03-23	01-25-23	01-20-23	02-14-23
March	02-01-23	02-17-23	02-14-23	03-11-23
April	02-23-23	03-14-23	03-09-23	04-01-23
Мау	03-21-23	04-12-23	04-07-23	05-02-23
Summer	05-02-23	05-24-23	05-19-23	06-13-23
August	06-20-23	07-12-23	07-07-23	08-01-23
September	07-25-23	08-15-23	08-10-23	09-02-23
October	08-21-23	09-12-23	09-07-23	10-03-23
November	09-26-23	10-17-23	10-12-23	11-04-23
December	10-24-23	11-14-23	11-09-23	12-02-23

## Progressive **ARMER**

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Every issue of *Progressive Farmer* contains the latest information on technology, precision ag, machinery, soil health, conservation, and sustainability.

## 2023 Editorial Calendar

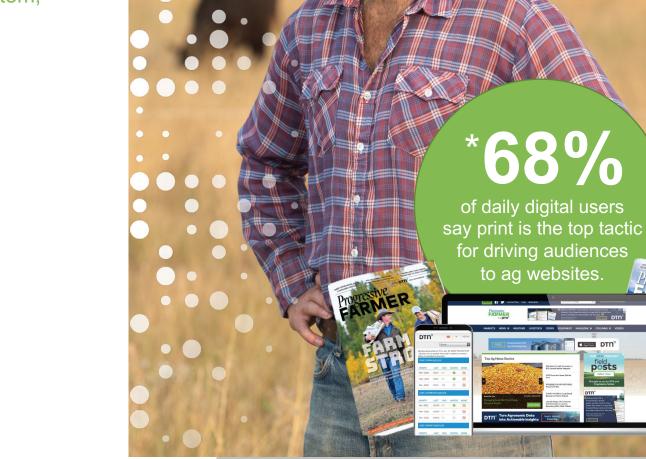
January: Financial Barometer for 2023 February: Planter Primer/The Art Of Planting March: World of Wheat & National Wheat Yield Contest April: The Future of Food May: Beef Outlook Summer: Under The Canopy August: When Your Family Doesn't Want To Farm – Next Gen. September: Seed Emphasis Issue October: This Isn't Your Father's Dealership – Farm Equipment November: Indispensable Drones **December:** America's Best Young Farmers and Ranchers

## **Engage and Activate!**

Build a stronger marketing communications plan by valuing what farmers value

*Progressive Farmer's* portfolios help you achieve a custom, targeted strategy through:

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



## **Custom Content Experts**

Harness our experience to align and produce compelling communications.

Strategy • Content • Advertorials • Photography • Design • Publish • Distribute

Custom publishing creation: Native • Social • Content feeds • Audience targeting • Programmatic • Video

Event support: Virtual • Custom

Thought leaders, influencers, expert perspectives on: Weather • Commodities Policy • Energy • Agronomic trends • Generational farming

As a high-value partner, we deliver quality in all aspects of the relationship











# Raising the Bar with Valuable Ag Intelligence Connected to the Right Audience Supported By Data

Our editorial talent delivers the best information and experience for growers across all media platforms.

	Circulation	Full page	2/3 page	1/2 page	1/3 page
NATIONAL	260,000	\$21,000	\$20,160	\$15,120	\$10,080
CATTLELINK®	198,500	\$13,800	\$11,040	\$8,280	\$5,525
12 NC STATES	236,000	\$16,100	\$12,880	\$9,660	\$6,440
SOUTH	236,000	\$16,100	\$12,880	\$9,660	\$6,440

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 inkjet capabilities. We offer full-service database management and relationship marketing, including list rental of a 1.2 million-name database.



Progressive

### \*250+ acre growers

All rates are gross. Demo and geo buys are available — contact your representative

## **Our Capabilities**

- Farm Market data services
- On-site data targeting: display and native
- e-Newsletters
- Podcasts
- Webinars
- Satellite
- Custom content creative
- Progressive Farmer magazine

## First-party data ag targeting:

- Display
- Native
- Audio
- Connected TV
- Paid social
- e-Blasts



## **On-Site**

## Display

Standard banners surrounded by engaging, relevant content.

## **On-site native**

Deliver your messages in-stream, in a format that blends with site content.

## **Demo targeting**

Use our first-party database to demo target the perfect audience for your brand on endemic campaigns. Limited inventory. Standard units.

## High-impact display

## Expanding

- 728x90 → 728x315
- 300x250 →

600x250

• 300x600 → 600x600

Push-down

• 970x90 → 970x415
 Mobile-adhesion
 Carousel

• 300x250

• 300x600

Filmstrip

300x600
 In-banner video

Channel blocks and sponsorships Topic channels

- Markets
- News
- Weather
- Livestock
- Crops
- Equipment
- Video/Podcasts

Multi-tactic packages are available.



## AgTarget

With the rich content properties of DTN, paired with our unmatched Farm Market data, allow you to fuel 100% data-driven campaigns that get your ads in front of your target audiences at the right time and right place through our supported solutions.





- Display Native
  - Video • CTV
  - Streaming audio
  - Social boosting

- Retargeting from out site
- Geo/demo fence
- Ag retailers
- Certified crop consultants
- PCAs
- Persona targeting

## Video and Audio

### **Field Posts Podcast**

A weekly podcast series that dives deeper into the most important technology, policy, management, and business trends and explores cutting-edge ag topics.

### Video and podcast channels

- Videos aggregated into a robust video channel
- Pre/post-roll videos on DTN Daily Videos

### **Sponsored videos**

Advertiser-provided videos delivered in-stream on the video channel

### Video and podcast channels

- Legitimate conversations between editors and client experts
- Give your client a chance to write the script
- Final production engineered by *Progressive Farmer* staff
- Finished podcast hosted on dtnpf.com
- Promoted by AgTarget and paid social advertisement

### Video

Push your client's message through engaging, high-performing video

- Pre-roll
- Native
- Social Facebook, Instagram, Twitter
- CTV delivered through AgTarget with popular streaming TV services



### Audio

An exciting new way to push your client's message through the power of audio:

 Digital radio, streaming music, podcasts



 Spotify, Pandora, iHeart, TargetSpot, and more





SOUNDCLOU

## Social



Geo and demo targeted Facebook banner and video ads using Farm Market data first-party subscriber information.

## Facebook, Instagram, Twitter and YouTube

Native image ad

Native video ad

Carousel ads (up to 10 images):

- Show off multiple products
- Highlight features of a single product
- Explain a process

YouTube video

- Promote video content alongside other videos on YouTube and partner sites and apps
- Video ad plays before, during, or after other videos
- After five seconds, the viewer has an option to skip the ad





## e-Blast

- 800,000 unique email database, with a variety of demographics
- Promote a special deal, coupon, rebate, financial incentive, etc.
- Promotion will link to your webpage



## e-Newsletter

## The Best of DTN

- Delivered each Saturday to 23,944 subscribers
- Highlights the best stories, photos, and blogs from the past week

## **DTN Morning Snapshot**

- Delivered Monday–Friday to 32,945 subscribers
- The essential five-minute morning read covering weather, markets and news to start the day

## **Cattle Link**

- Delivered each Tuesday to 16,127 beef producers
- Essential content specific to cattle producers, including market outlooks, weather, and animal health

## **DTN Morning Snapshot**

- Delivered each Thursday to 15,000 subscribers
- The week's most popular stories from *Progressive Farmer*: cover stories, features, and best-read content

## Equipment update

- Delivered each
  Wednesday
  to 15,000 subscribers
- All things equipment and machinery:
- New products, new technology, shops, DIY and *Progressive Farmer* columns, including "Ask the Mechanic" and "Handy Devices"



## **DTN Professional Services**

<b>Total Subscribers</b>	18,122
DTN online subs	6,156
DTN satellite subs	11,966
Total corn growers	15,037
Total soybean growers	14,405
Total wheat growers	12,747
Total cotton	2,003
Total beef cattle	8,200
Total feed cattle	7,086

### National ad messaging net rates

Banner (one month)	\$3,600
Sub-menu (one month)	\$2,400
Screensaver (one week)	\$2,600
Force front page (one week)	\$3,650
DTN professional online (50,000) imps	NC w/ SAT

### **DTN professional satellite**

- Delivered via satellite to paid subscribers
- Not limited to broadband connections, allowing us to reach virtually any producer

### Ad sizes

- Banner: 640x48
- Sub menu: 296x396
- Landing page: 640x460
- Forced front page: 640x460
- Screensaver: 640x460

### National ad messaging net rates, bundled with *Progressive Farmer*

Banner (one month)	\$3,100
Sub-menu (one month)	\$1,900
Screensaver (one week)	\$2,100
Force front page (one week)	\$3,150

Demo-targeted and geo-targeting options are available upon request.

