

# 2024 Media Capabilities





# Mission

**Connecting your client with the right audiences at the right time with industry leading expertise and strategic execution.**

DTN and *Progressive Farmer* and our programmatic digital portfolio reach a truly diverse, national audience with the industry's largest and most detailed database.



# Why DTN & *Progressive Farmer*?

- **Data accuracy**
  - DTN and *Progressive Farmer* data combined with Farm Market data provides the largest and most accurate source in Ag
- **Connections**
  - Farmers
  - Editorial experts
- **Performance**
  - Best-in-class
  - Measured results
- **Brand favorability**
  - Generate awareness, engagement and conversions







# On-target Message Delivery

Data-driven digital audiences 6.2M data points

Covering 98% of all U.S. farmers

Custom audience segmentation

Full multimedia portfolio

Persona based targeting

Most Awarded Ag Publication

Industry leading DSPs and technologies

# How We Work



# AgTarget

## DTN Digital Portfolio

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
- YouTube
- CTV
- Streaming audio
- Social
- Geo/demo fence
- Ag retailers
- Persona targeting



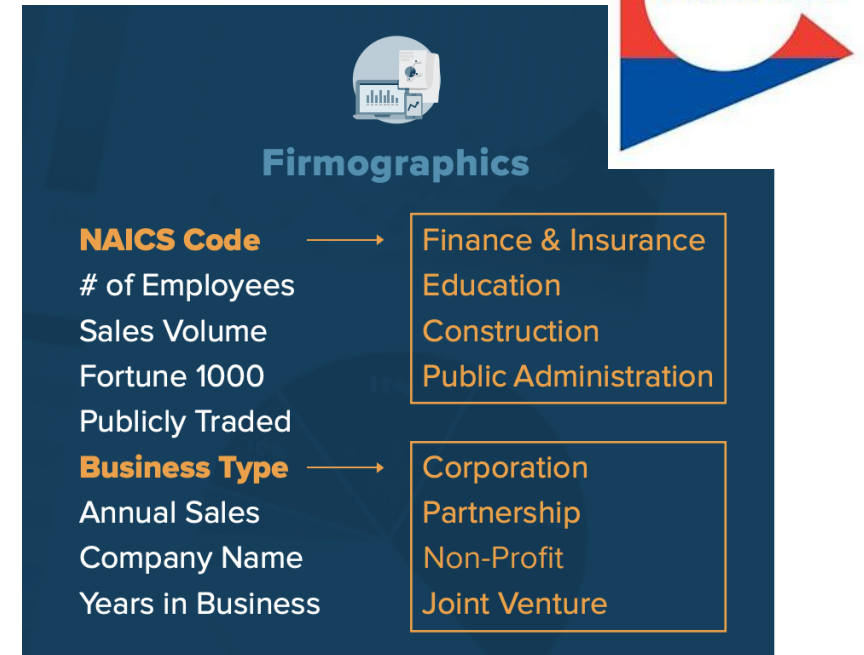
# Business Data Audience Activation

Leverage a leading DSP's powerful demographic, firmographic and offline data sources to reach achieve your B2B marketing goals.

Identify your target selection from hundreds of identified market sectors to customize your audience target. Through the use of NAICS and SIC codes, identify companies who fit your audience.

Additionally, DTN can build out a custom audience for clients to target the highest value companies for their products and messaging.

Deliver display, native, video, audio and CTV to ensure your message reaches your audience anytime and anywhere.



## Sample Audience Segments:

Ag Retailer  
Crop Insurance  
Construction  
Transportation and Warehousing  
Grain Merchandisers  
Veterinarians  
Real Estate  
Healthcare  
Utilities

# Benchmarks and Competitive Metrics

## Ag Target Average CTRs

Onsite display: 0.07%  
Onsite native: 0.10%  
Programmatic display: 0.25%  
Programmatic native: 0.21%  
Programmatic video: 82% completion rate  
Social display: 0.72%  
Social video: 1.60%  
Audio: 80% completion rate  
CTV: 95% completion rate  
eBlast: 0.21% CTR (7% open rate)

## Competitive Average CTRs

Programmatic display: 0.10% (40% lower than AgTarget)  
Programmatic native: 0.13% (48% lower than AgTarget)  
Programmatic video: 67% completion rate (20% lower than AgTarget)  
CTV: 94% completion rate

*AgTarget = Proven results*

*Data sourced from StackAdapt*

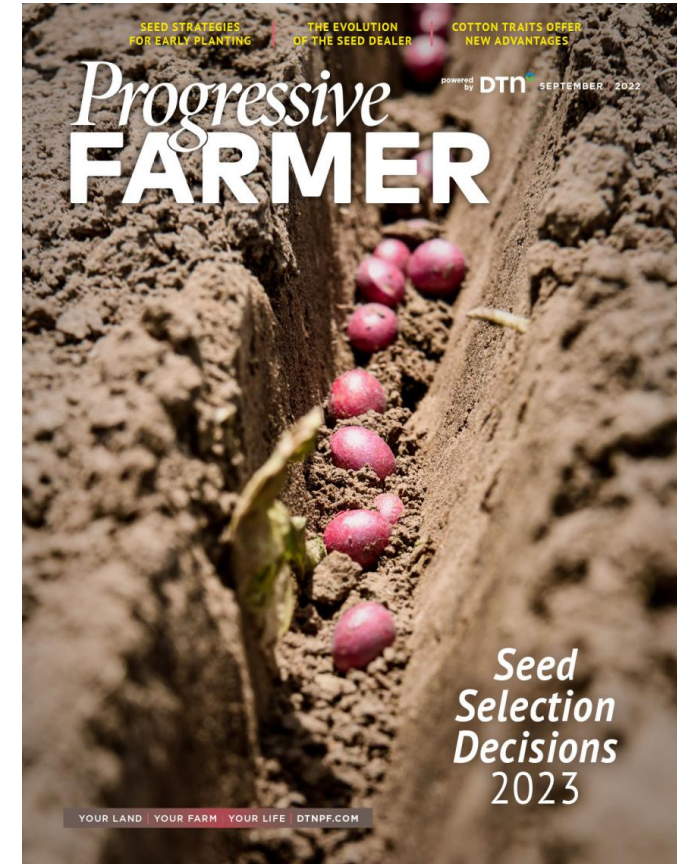


# Print Communications

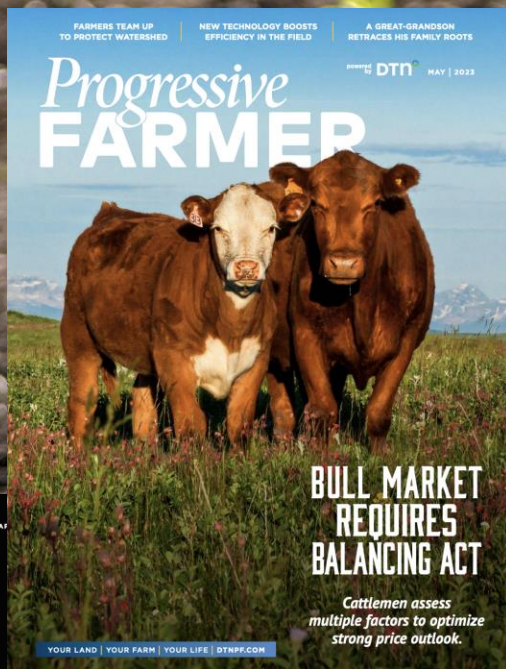
***Progressive Farmer*** has been a trusted source and authority for U.S. Agriculture for over 135+ years – serving 276,000 households.

## Key subjects of coverage in every issue to help Farmers:

- Land Values
- Commodities
- Tax and Business Matters
- Ag Policy
- Agronomy
- Machinery & Technology
- Farm Life and Safety
- Major Industry Trends
- Dialogue and Perspective







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



**Cattlelink provides cattle producers with insights and information to increase their profit potential.**

Content focuses on:

- Herd health and overall herd management
- Markets
- Genetics
- Value-added opportunities
- Forage production and feed cost management.

Feature stories emphasize real-life strategies and examples being implemented by cow/calf producers.

Content includes print (*Progressive Farmer* Magazine), digital – DTNPF.com and weekly Cattlelink e-newsletter.

*Editorial calendar is being finalized and will be available soon.*

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



# Print Audiences

**Total audience:**  
**276,052**

250+ acre growers  
207,978

500+ acre growers  
**174,861**

1000+ acre growers  
104,481

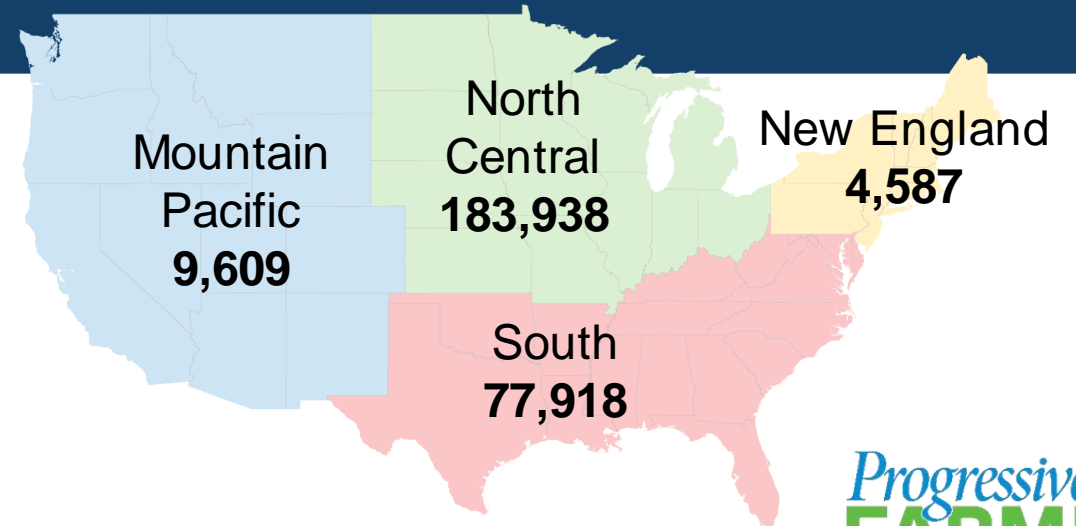
Corn growers  
**232,695**

Cotton growers  
39,080

Soybean growers  
**214,197**

Cattle producers  
144,376

Wheat growers  
185,064





# First Half 2024 Editorial Calendar

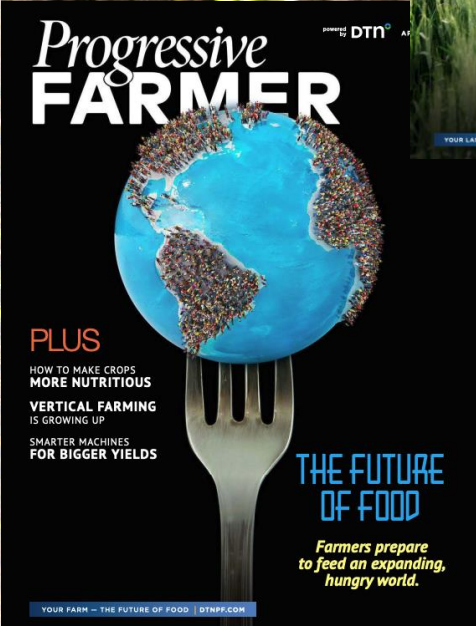
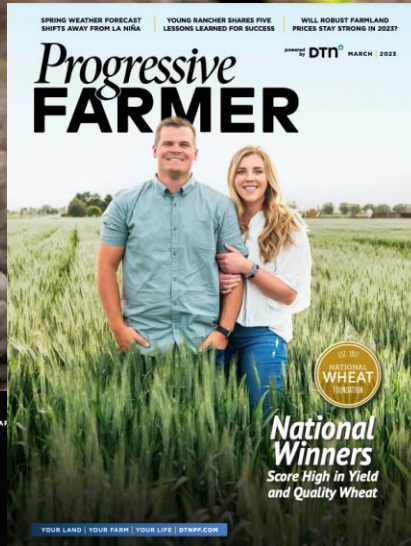
**January:** **Bold New World of Biologicals**  
Separating myths from reality on these products and their performance.

**February:** **NCGA National Yield Contest Winners**  
Technology Themed Issue

**March:** **NAWG Yield and Quality Contest Winners**  
Why raising quality wheat will pay dividends for farmers

**April:** **Manage Your Margins**  
As 2024 growing season unfolds, commodity price cycles require growers to focus on financials.

**May:** **Stressed Out (Mental Health Awareness Month)**  
Comprehensive guide to boost mental health on the farm and family.



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# Second Half 2024 Editorial Calendar

**Summer:** **Integrated Weed Management**  
Herbicide resistance requires growers to broaden their approach to weed control.

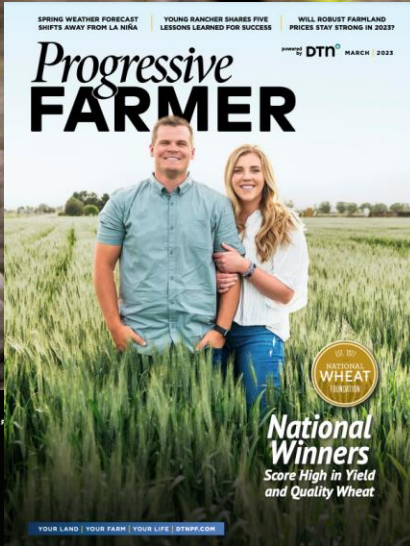
**August:** **The Voices For Agriculture**  
Mini-profiles of some of agriculture's most effective advocates.

**September:** **Seed Decisions 2025**

**October:** **Indispensable Drones**  
Larger capacity, increased sophistication and technology, longer range/battery life are turning the drone into a must-have piece of equipment for farmers.

**November:** **Looking For Land**  
Young farmers share their strategies on how they expanded their land base.

**December:** **America's Best Young Farmers & Ranchers**



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