



# Media Kit 2025

# Reach the right farmer, every time

*Progressive Farmer*, AgTarget,  
and DTN: Full-funnel ag marketing

- **6.8M+ audience** across print and digital
- **#1 most-awarded ag publication**
- **98% U.S. farm operation coverage** via FarmMarket data
- **Omnichannel delivery:** print, programmatic, podcasts, social, CTV
- **Custom personas** and geotargeting to reach decision-makers
- **Backed by DTN decision-grade data**



# We deliver real results through segmentation, strategy, and campaign optimization

1

## Target audience

Establish audience using FarmMarket data and information you provide

2

## Tactics & strategy

Determine the best media tactics and strategy based on your objectives and business goals

3

## Optimization

Monitor campaigns at a holistic view to optimize for the highest performance and engagement

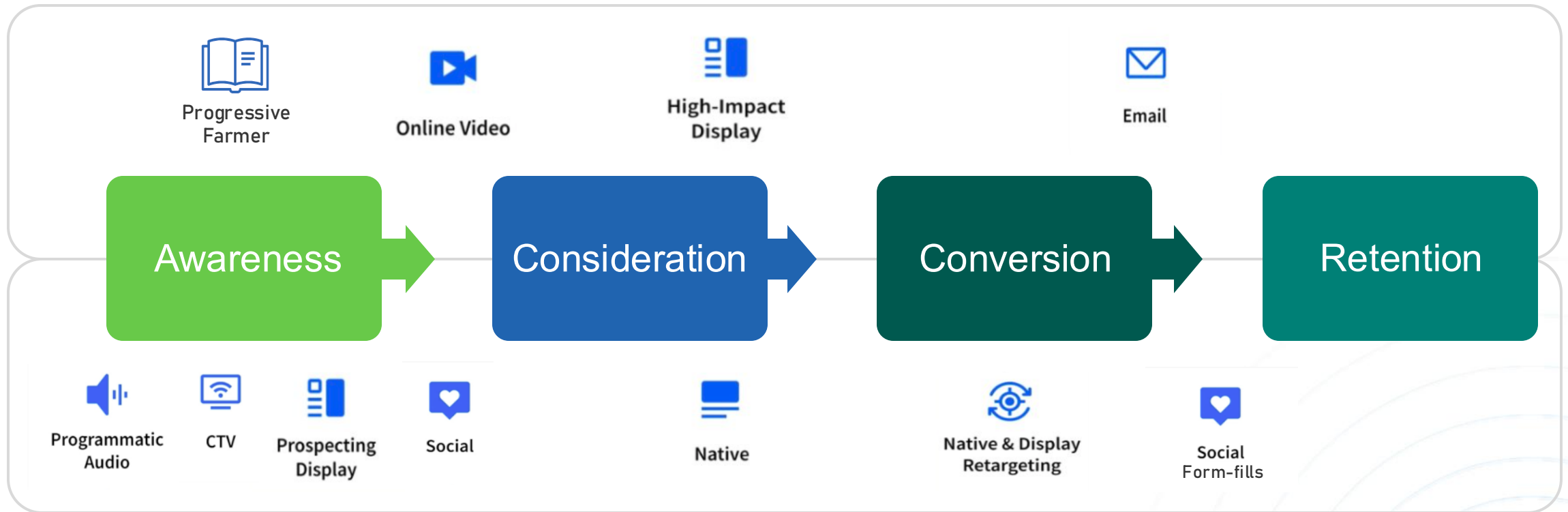
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## Success & metrics

Provide dashboard for real-time performance updates

# The Customer Journey

We recommend a plan that turns readers and clicks into qualified leads



# Audience Data and Persona Targeting

# Access 6.8M audience members

Unmatched scale and segmentation across *Progressive Farmer's* full ag media ecosystem

**Total audience 6.8M**



Magazine: 277,445 subscribers



Website: 270,000 unique monthly visitors



E-newsletters: 85,808 subscribers



Social media: 56,000 followers



Podcast: 23,000 downloads

Print audience composition

## By farm size

250+ acres:  
**207k**

500+ acres:  
**172k**

1,000+ acres:  
**101k**

## By crop/ livestock

Corn:  
**211k**

Soybean:  
**198k**

Hogs:  
**76k**

Wheat:  
**116k**

Fruit:  
**74k**

Pulses:  
**52k**

Nuts:  
**57k**

Cotton:  
**25k**

Sugar Beets:  
**25k**



# Establish your audience with 8 personas

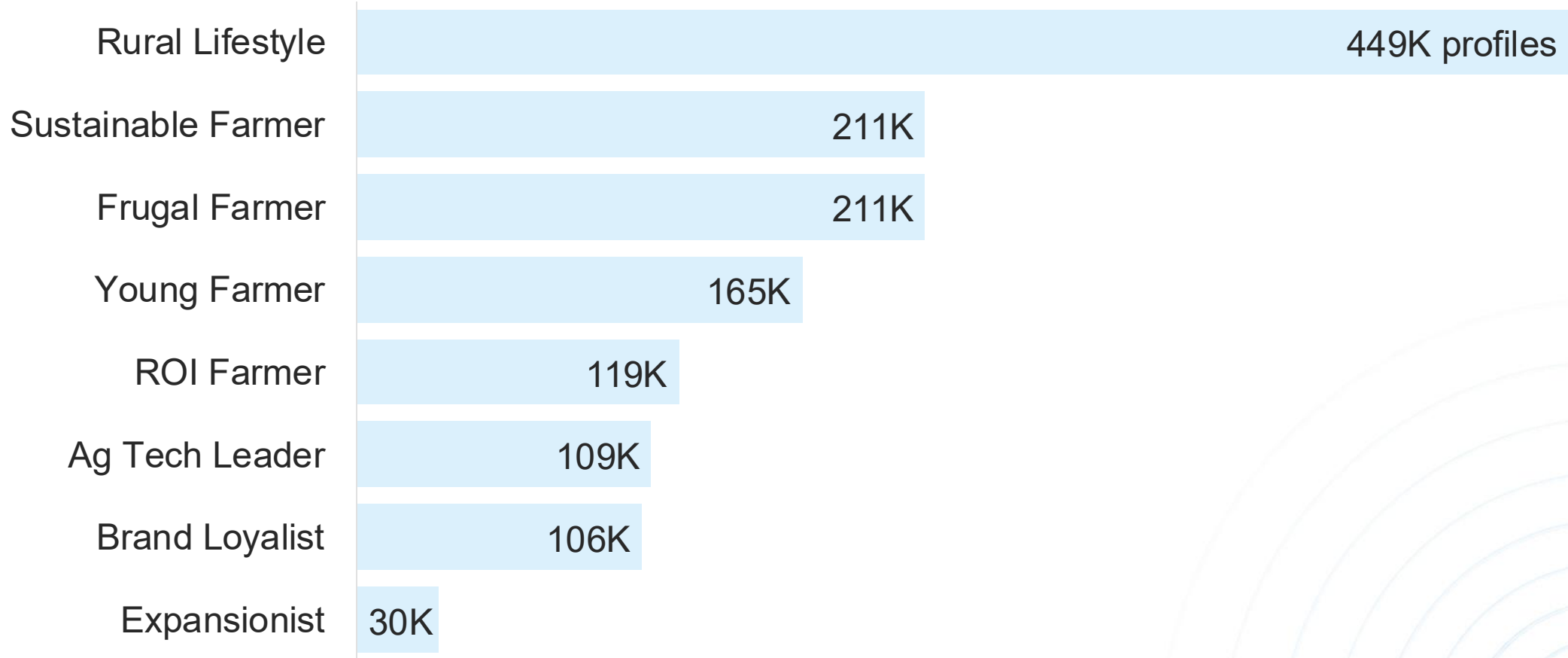
Powered by FarmMarket data (FMd) and data you provide

<b>Rural lifestyle</b>  Enjoys living in rural areas	<b>Frugal farmer</b>  Minimizes unnecessary costs	<b>Sustainable farmer</b>  Minimizes environmental damage	<b>Young farmer</b>  Under 45, attracted by new opportunities
<b>ROI famer</b>  Focused on profit and returns	<b>Ag tech leader</b>  Adopts the latest tech	<b>Traditionalist</b>  Prefers the same operation	<b>Expansionist</b>  Looks to obtain more land and grow farming ops



# 1.4M+ profiles segmented by persona

Tailor your message by mindset—from rural to ROI-focused farmers





# Use other attributes to target high value prospects

Go beyond acreage: reach farmers by what drives their decisions

## Farmers:

- Crop, size and farm income
- Custom modeling of farming and purchase behaviors
- Detail on acres owned, owned /operated and operated (leased)
- Livestock Producers
- Grain bins and storage volume
- Irrigated acres
- Organic Producers
- Sustainability

## Farmer influencers and other:

- Weather event triggered impression delivery
- Lookback retargeting of tradeshows and other events going back 1 year
- Pest Control Advisers in California
- Ag Retailers in U.S. and Canada
- Certified Crop Advisers
- Crop Insurance Agents

Supplemental and sustainability data available through Kynetec partnership

# Full-funnel Media



# Advertise through *Progressive Farmer* print for high impact



#1 most-awarded ag publication



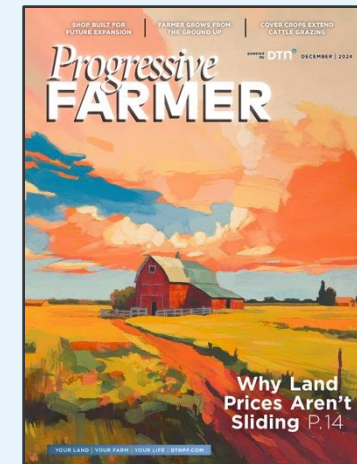
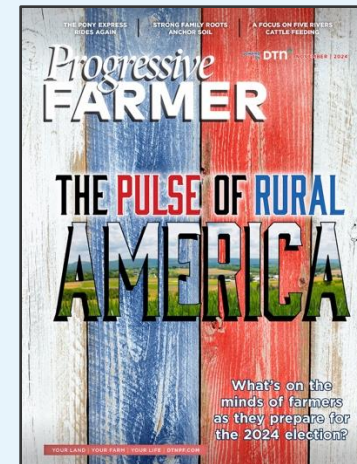
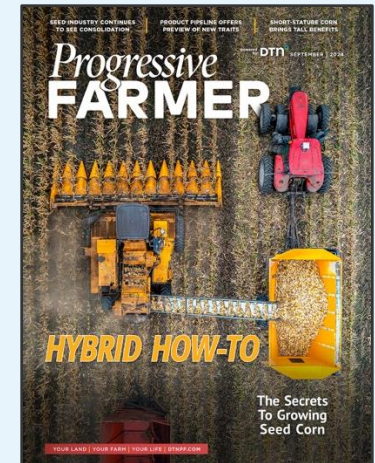
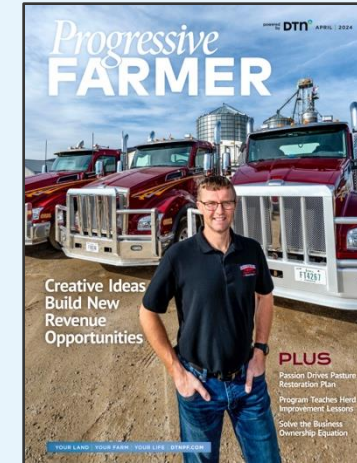
More paid circulation than all our national competitors combined



We deliver content to all key row crop and cattle audiences across the Midwest and South (the largest circulation on the market)



A national audience focused on the nations 250+ acre growers, we provide you with the ideal environment to engage and reach your targeted audience



# DTNPF.com and MyDTN

## Message to growers as they consume relevant content on DTN websites

### Engaged audience

34% longer visit duration than the closest competitor

22% more pages per visit than the closet competitor

18% lower bounce rate than the closest competitor

Quality content generates a more engaged audience and more awareness on your ad messages

### Display

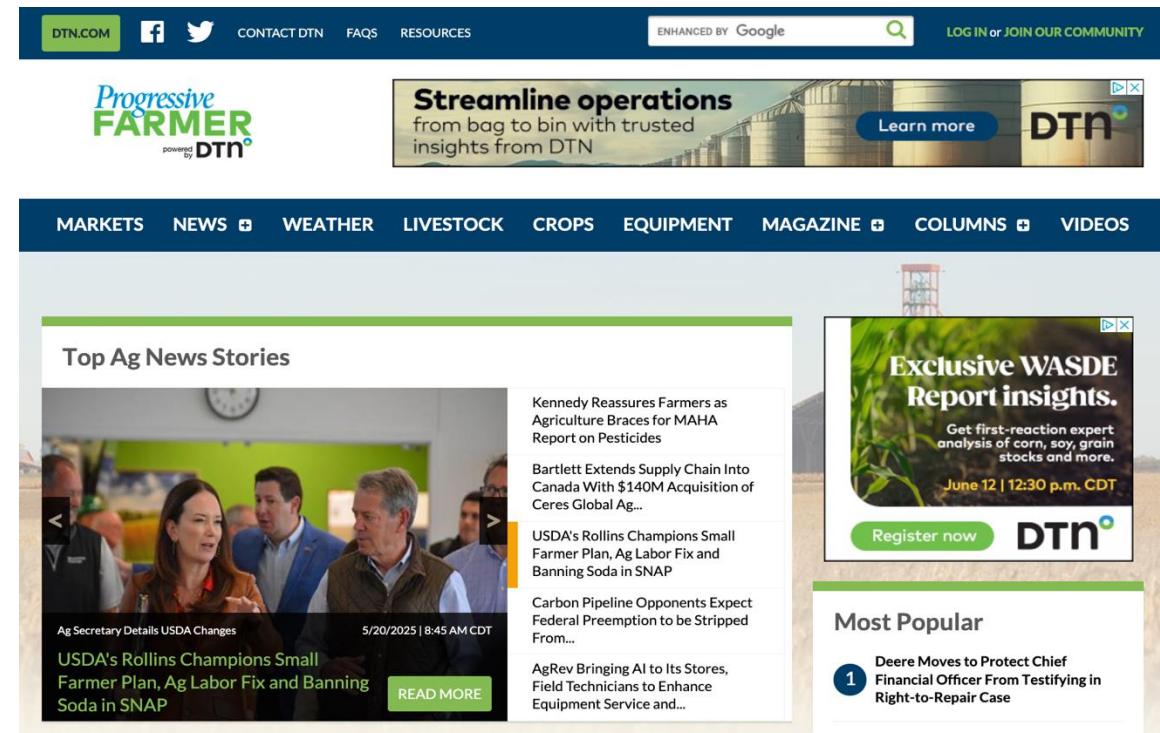
Standard banners surrounded by engaging, relevant content

### On-site native

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

### 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



Sourced from SimilarWeb



# Newsletter

## The Best of DTN

**Delivered each Saturday to 23,944 subscribers.**

Highlights the best stories, photos, and blogs from the past week.

## Cattle Link

**Delivered each Tuesday to 16,127 beef producers.**

Essential content specific to cattle producers, including market outlooks, weather, and animal health.

## Equipment Update

**Delivered each Wednesday to 15,000 subscribers.**

All things equipment and machinery: New products, new tech, shops, DIY and *Progressive Farmer* columns, including "Ask the Mechanic" and "Handy Devices"

## 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.

## Renewable Fuels Daily

**Delivered each Monday to 8,500 subscribers.**

Renewable Fuels Daily delivers timely industry news, market information and personalized weather.

## 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.



# AgTarget – Programmatic advertising solutions

Optimize your ad spend through data-driven tactics

VIDEO
AUDIO
NATIVE
DISPLAY
DOOH
CTV
EMAIL

## How

AgTarget uses DSPs and LiveRamp to deliver data-driven ads across media and content channels.

Our programmatic campaigns perform on average 20% higher than other campaigns in the agriculture industry.

Custom reporting analysis to illustrate how a multi-channel approach increases performance and site visits.

## AgTarget average CTRs

**Onsite display:** 0.05%

**Onsite native:** 0.06%

**Programmatic display:** 0.23%

**Programmatic native:** 0.28%

**Programmatic video:** 79% completion rate

**Social display:** 0.82%

**Social video:** 1.52%

**Audio:** 91% completion rate

**CTV:** 79% completion rate

**E-blast:** 0.30% CTR (7.2% 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

# Why it works – Data-driven delivery

## Available data



+4 billion pixels  
of satellite data



+1 billion acres of  
land analyzed



+34 million geospatial  
field boundaries



+2.4 million active  
owners and operators



200+ farm and consumer  
demographics

## FarmMarket data outshines NASS Data

**99%**

U.S. vegetative acres represented

- FarmMarket data: 904 million acres
- NASS: 911 million acres

**98%**

U.S. farm operations represented

- Farm Market iD: 2.01 million acres
- NASS: 2.06 million acres

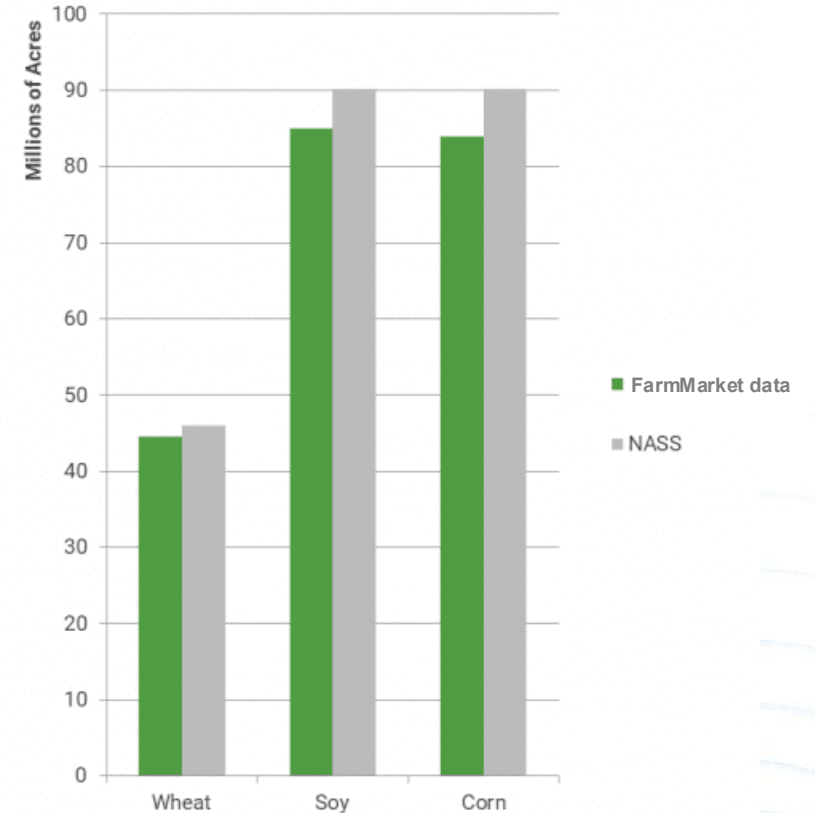
**309  
Million**

Acres connected to growers

- 93% of corn acres
- 94% of soy acres
- 96% of wheat acres

**95  
Septillion**

Datapoints analyzed annually  
to produce a land-sourced,  
fact-based database



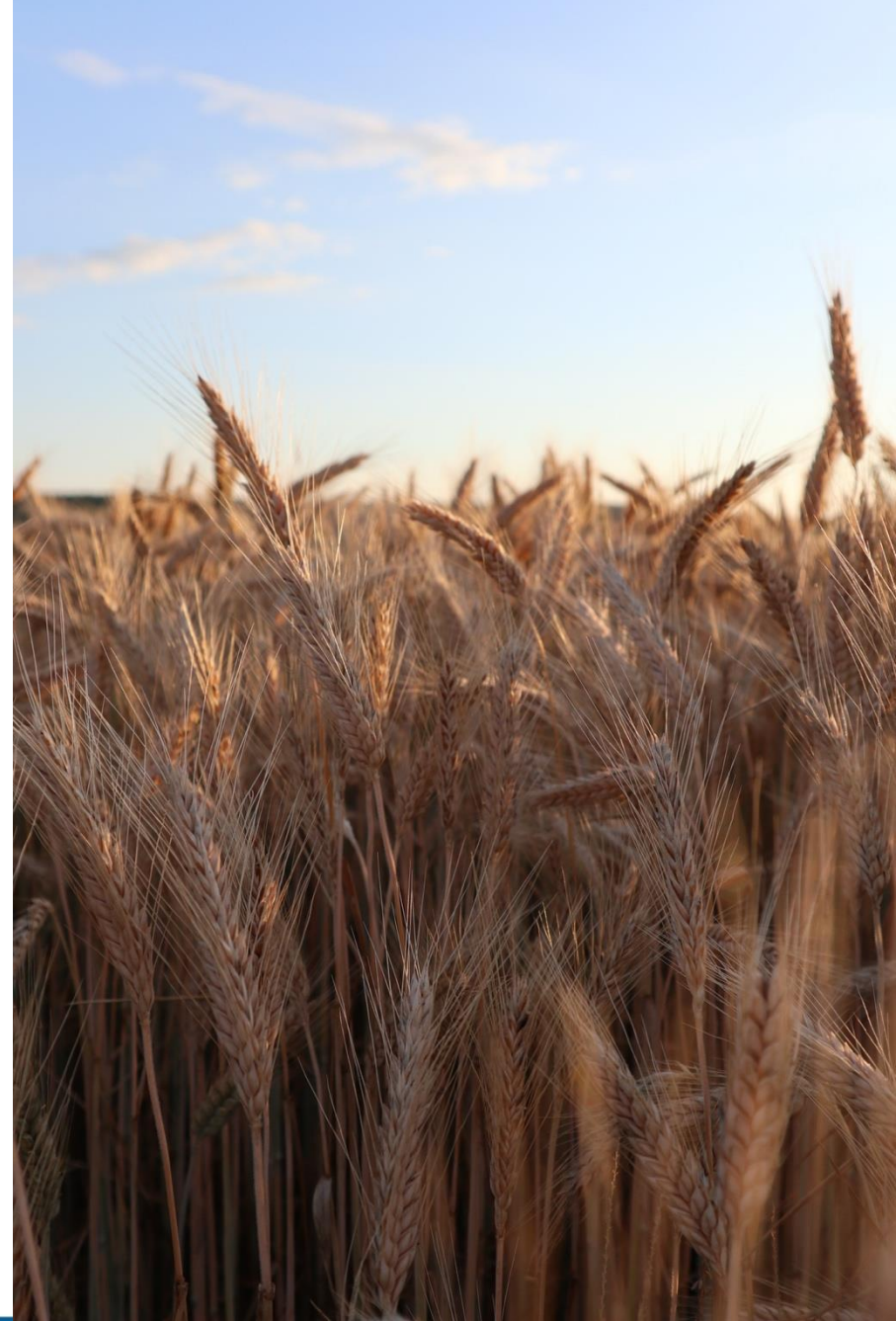
Full data file is updated quarterly with a major update annually; Data is the most current—not a snapshot

# Control + flexibility over your own programs

## Programmatic data delivery process

DTN 1P grower data can be provided to the client for internal use in two ways:

1. Drop data directly into client's LiveRamp for client to push to downstream ad server destinations
2. Push data from DTN LiveRamp to client's downstream ad server destination(s).
  - Facebook/IG (Meta)
  - The Trade Desk
  - Google Ads
  - StackAdapt
3. Annual and short-term pricing models available



# Activate your business data



Build out a custom audience for clients to target the highest value companies for their products and messaging



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



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



Identify custom target audiences from hundreds of identified market sectors



## Firmographics



### NAICS Code

# of Employees  
Sales Volume  
Fortune 1000  
Publicly Traded

Finance & Insurance  
Education  
Construction  
Public Administration

### Business Type

Annual Sales  
Company Name  
Years in Business

Corporation  
Partnership  
Non-Profit  
Joint Venture

# Custom Content That Converts

Strategy, custom advertorials, photography, design, publish, and distribute

Formats include podcasts, native placement, social, content audience targeting, programmatic digital media, videos, microsites and landing pages

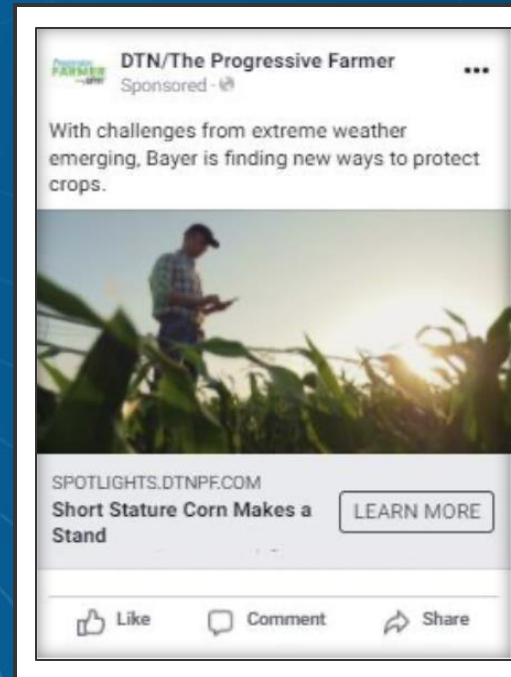
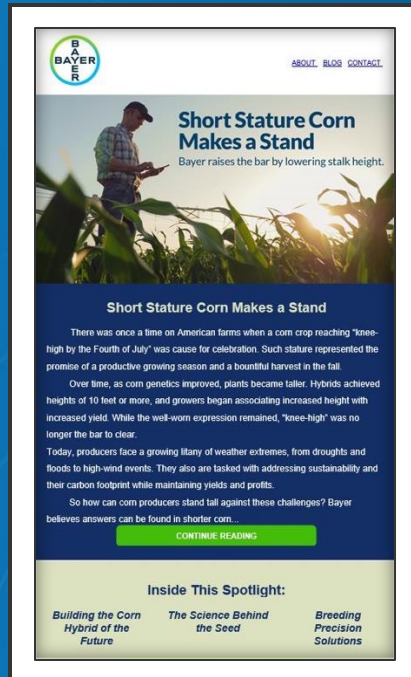
Syndication to increase reach and trust

Experienced editorial team with deep ag domain knowledge



# Custom content experts

Leverage *Progressive Farmer's* experienced team to align and create compelling custom communications.



Delivering high-value partnership and quality everyday

# 2025 Editorial Calendar

## JANUARY

### America's Best Young Farmers & Ranchers

Five honorees will be profiled, focusing on their innovation, business acumen, farming practices, and community involvement.

IO: 11/18/24 | ROP and Material Deadline: 12/9/24  
Delivery: 1/4/25

## FEBRUARY

### Linked Up

Connectivity continues to be an issue throughout rural America as new waves of equipment rely on the ability to download, upload and analyze data to perform properly in the field.

IO: 1/2/25 | ROP and Material Deadline: 1/17/25  
Delivery: 2/11/25

## MARCH

### The Wonder of Wheat

As the official media partner of the National Wheat Foundation's yield and quality contest, *Progressive Farmer* will profile category winners and insights on important production practices geared to help wheat growers be more profitable.

IO: 1/23/25 | ROP and Material Deadline: 2/11/25  
Delivery: 3/8/25

## APRIL

### High on Tech

Farmers are adopting technology like never before to accelerate efficiencies, productivity, data collection and analysis, decision-making and more. Farmer Profiles will explore how they evaluated their tech tools, ROI, expectations vs. actual results, and what they plan to embrace next.

IO: 2/17/25 | ROP and Material Deadline: 3/4/25  
Delivery: 3/29/25

## MAY

### Where's the Beef?

The U.S. cowherd is experiencing its lowest numbers in 70 years. Get an in-depth look at what factors need to emerge to accelerate rebuilding the herd. In the meantime, what does on-going build-up mean for cattle and meat prices, domestic/export demand? Plus, the likely impact on packers and the expanding number of processing plants.

IO: 3/18/25 | ROP and Material Deadline: 4/4/25  
Delivery: 4/29/25

## SUMMER

### Labor Pains

Hard work defines farming and ranching. This special issue will explore the on-farm labor shortage in agriculture, how successful farmers find and keep valued employees, recruitment tips, local/state/federal farm employee programs and more.

IO: 4/29/25 | ROP and Material Deadline: 5/16/25  
Delivery: 6/10/25

# 2025 Editorial Calendar

## AUGUST

### Risk Management Maneuvers

We will profile the financial strategies of farmers, focusing on the benchmarks used to measure their progress and when to raise caution flags if things head in the wrong direction (TEPAP farmers).

IO: 6/16/25 | ROP and Material Deadline: 7/3/25  
Delivery: 7/29/25

## SEPTEMBER

### Seed Decisions 2026

Annual seed buying guide

IO: 7/17/25 | ROP and Material Deadline: 8/5/25  
Delivery: 8/30/25

## OCTOBER

### The Top 40: U.S. Agriculture's Most Influential People

Last year's "Voices For Agriculture" advocate profiles were so popular that we are expanding the effort to showcase individuals who are making a major mark in the ag industry.

IO: 8/15/25 | ROP and Material Deadline: 9/5/25  
Delivery: 9/30/25

## NOVEMBER

### A Dream Shop

Every farmer dreams of having a fantasy shop... with no budget worries and every item on the wish list included. We'll design a prototype shop with plans to help you on your way to building your own dream shop.

IO: 9/19/25 | ROP and Material Deadline: 10/7/25  
Delivery: 11/1/25

## DECEMBER

### Join the Club

Multiple yield contest winners have established high-yield peer groups to share their agronomic prowess with other farmers. Participants usually pay a fee to gain access to these yield champions and the knowledge they bring to squeeze more bushels from every acre. The story will explain what members learn and results they've seen on their own fields.

IO: 10/15/25 | ROP and Material Deadline: 11/3/25  
Delivery: 11/29/25

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