



# Media Kit 2026

# DTN's Objectives as Your Partner

*Provide advertisers with a trusted, high-performing media ecosystem to effectively reach and influence agricultural decision-makers.*

- **Proprietary Data Advantage:** Utilize exclusive FarmMarket data to identify and segment audiences based on real farm operation data, not generic third-party models.
- **Superior Targeting Capabilities:** Offer robust capabilities such as geo-targeting, crop type segmentation, farm size, brand preference, sustainable practices and more.
- **Print Leadership:** Leverage the legacy and credibility of *Progressive Farmer*, one of the most respected publications in U.S. agriculture, to deliver deep engagement and brand authority.
- **Digital Expansion:** Extend reach through DTNPF.com, offering high-impact display advertising, sponsored content, newsletters, and video.
- **Efficiency & Performance:** Deliver campaigns that are not only targeted but also optimized for performance, resulting in higher engagement and lower waste.

# Reach the right farmer, every time

*Progressive Farmer*, AgTarget,  
DTNPF.com (Endemic) and DTN:  
Your 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 & geotargeting** to reach decision-makers





# 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 & strategy based on your objectives and business goals.

3

## Optimization

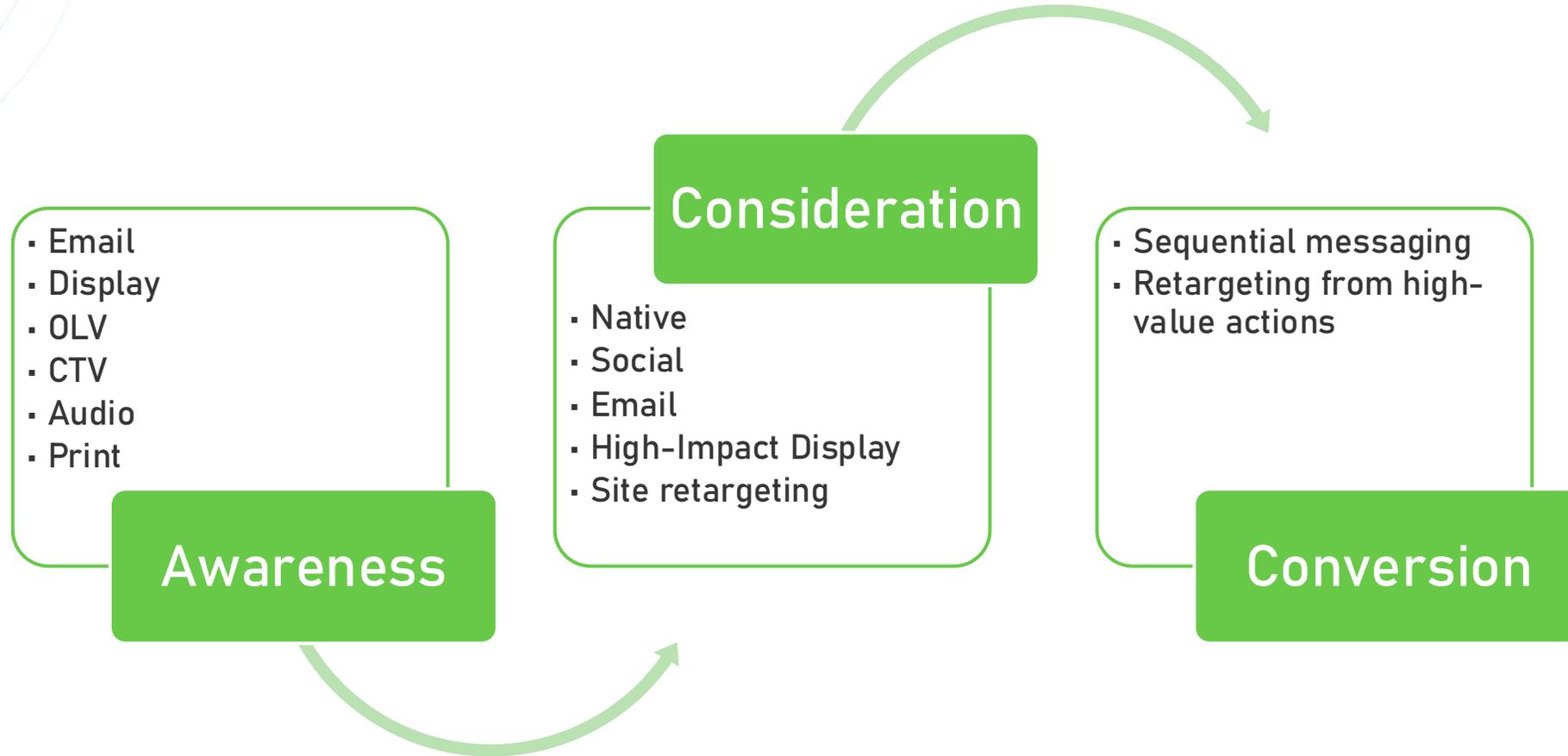
Monitor campaigns at a holistic view to optimize for highest performance and engagement

4

## Success & metrics

Provide dashboard for real-time performance updates

# KPIs and DTN Solutions



# Audience data & persona targeting

# Access 6.8M audience members

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

Total Audience 6.8M



Magazine: 247,445 Subscribers



Website: 270,000 Unique Monthly Visitors



eNewsletters: 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

Cattle:  
122k

Nuts:  
57k

Cotton:  
25k

Pulses:  
52k

# Establish your audience with 8 personas

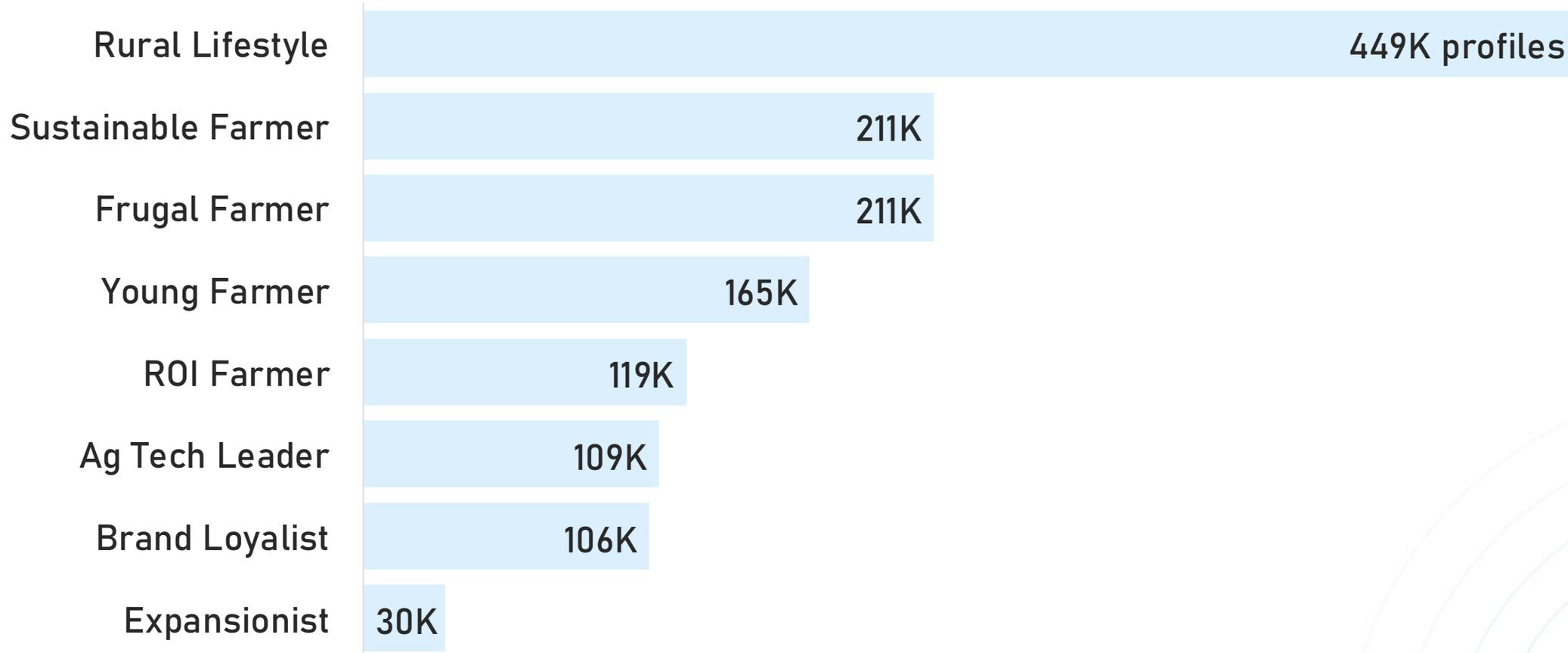
Powered by FarmMarket data (FMd) and data you provide

<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 farmer</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 the 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 & Other:

- Weather Event Triggered Impression Delivery
- Lookback retargeting of tradeshow and other events going back 1 year
- Pest Control Advisers in California
- Ag Retailers in US and Canada
- Certified Crop Advisers
- Crop Insurance Agents

Supplemental and sustainability data available through Kynetec partnership

# Full-funnel media

# 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.

## Ag Target 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

eBlast: 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

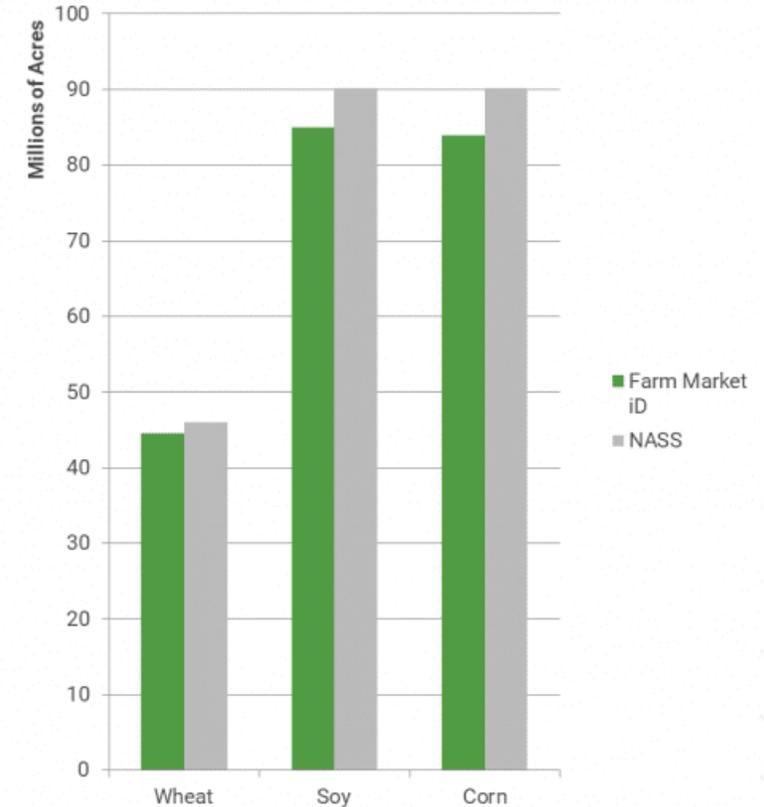
# Why it works – Data-driven delivery

## Available Data

-   **FARM MARKET iD.**  
+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

## Farm Market iD outshines NASS Data

- 99%** US Vegetative Acres Represented
  - Farm Market iD: 904 Million Acres
  - NASS: 911 Million Acres
- 98%** US 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



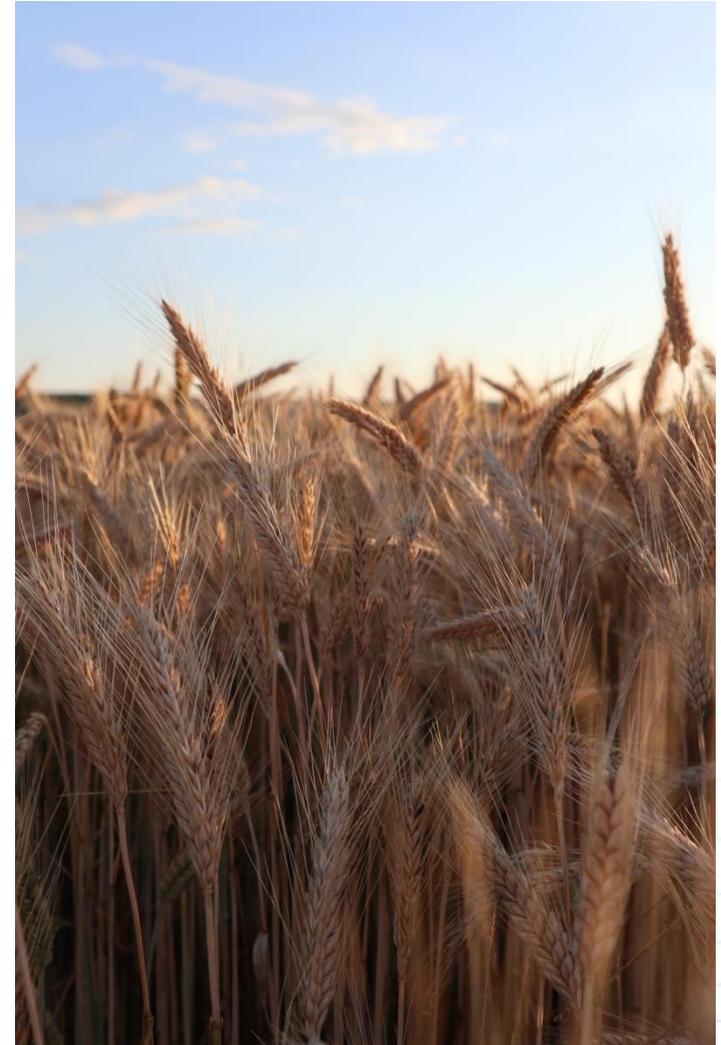
Full data file is updated quarterly with a major update annually; Data is the most current –not a snapshot.

# 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's 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



# Business Data Audience Activation

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



**Firmographics**

<b>NAICS Code</b>	→	Finance & Insurance
# of Employees		Education
Sales Volume		Construction
Fortune 1000		Public Administration
Publicly Traded		
<b>Business Type</b>	→	Corporation
Annual Sales		Partnership
Company Name		Non-Profit
Years in Business		Joint Venture

## Sample Audience Segments:

- Ag Retailers
- Crop Insurers
- Construction
- Grain Merchandisers
- Veterinarians
- Real Estate



# Advertise through *Progressive Farmer* print for high impact



#1 most-awarded ag publication



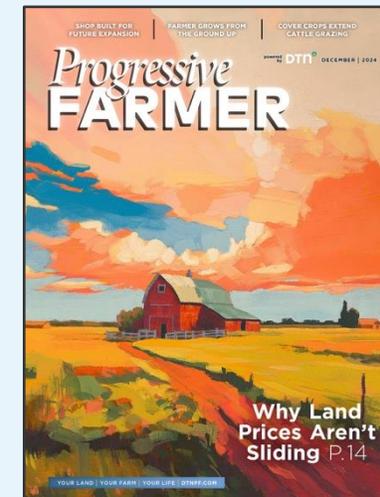
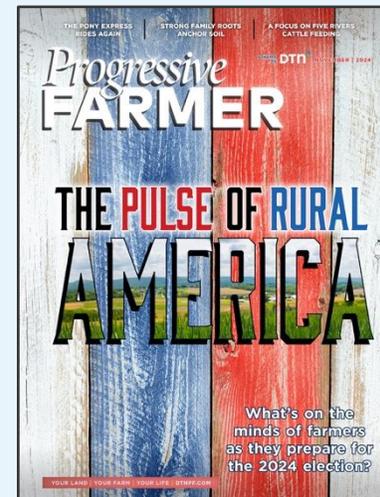
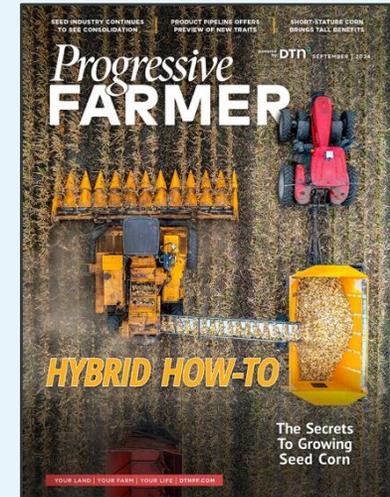
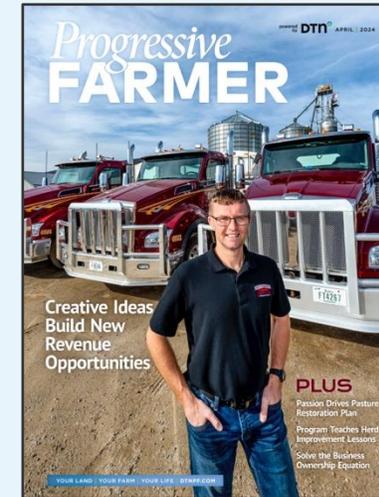
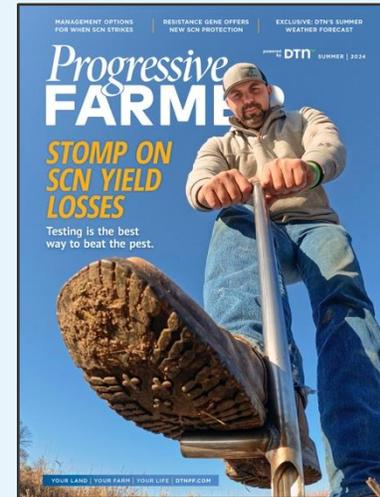
More paid circulation than all our national competitors combined



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.





# Print Still Means Revenue

In a world where digital is ever growing, print still holds up as the preferred medium. When print is used deliberately and to the right audiences, the messaging is extremely impactful.



# Progressive Farmer Print



## Content

Extensive ag knowledge, in depth analysis, and feature stories



## Audience

Operates with the industry's largest and most detailed database



## Reach

Target farm size, growers, and producers across the US regions



## Expertise

Content team cultivates rich relationships with industry experts



## Why DTNPF Print

We connect you with the right audiences at the right time by delivering industry-leading expertise and strategic execution.

- ✓ Most Awarded Ag Publication
- ✓ 250,000 Subscribers
- ✓ Covers 98% of all US Farmers
- ✓ Industry Leading Technology



# DTNPF.com

## 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

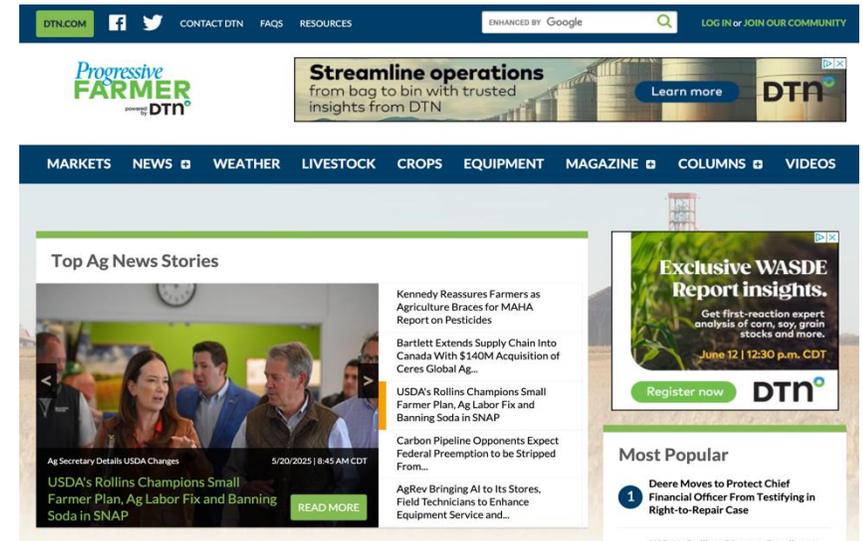
Quality content generates a more engaged audience and more awareness on your ad messages.

### Display

Standard banners surrounded by engaging, relevant content

### On-Site Native

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



Pageviews: 875,000

Engagement: 1:52 average time on site

Website: 350,000 Unique Monthly Visitors

Retention: 2.7 pages per visit

# DTNPF.com and MyDTN

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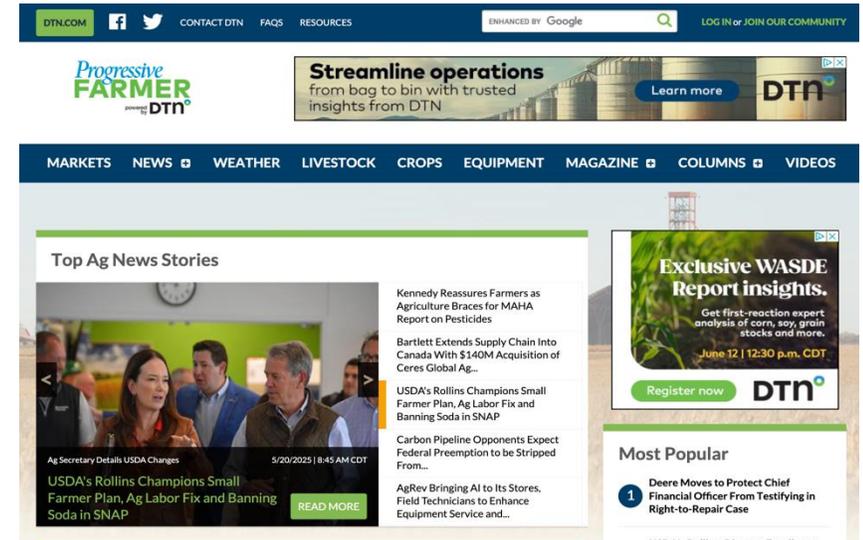
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Deliver your messages in-stream, in a format that blends with site content



### 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.

## The Best of Progressive Farmer

Delivered each Thursday to 15,000 subscribers.

The week's most popular stories from Progressive Farmer: cover stories, features, and best-read content.

# Optimization Meetings

Working together to meet KPIs

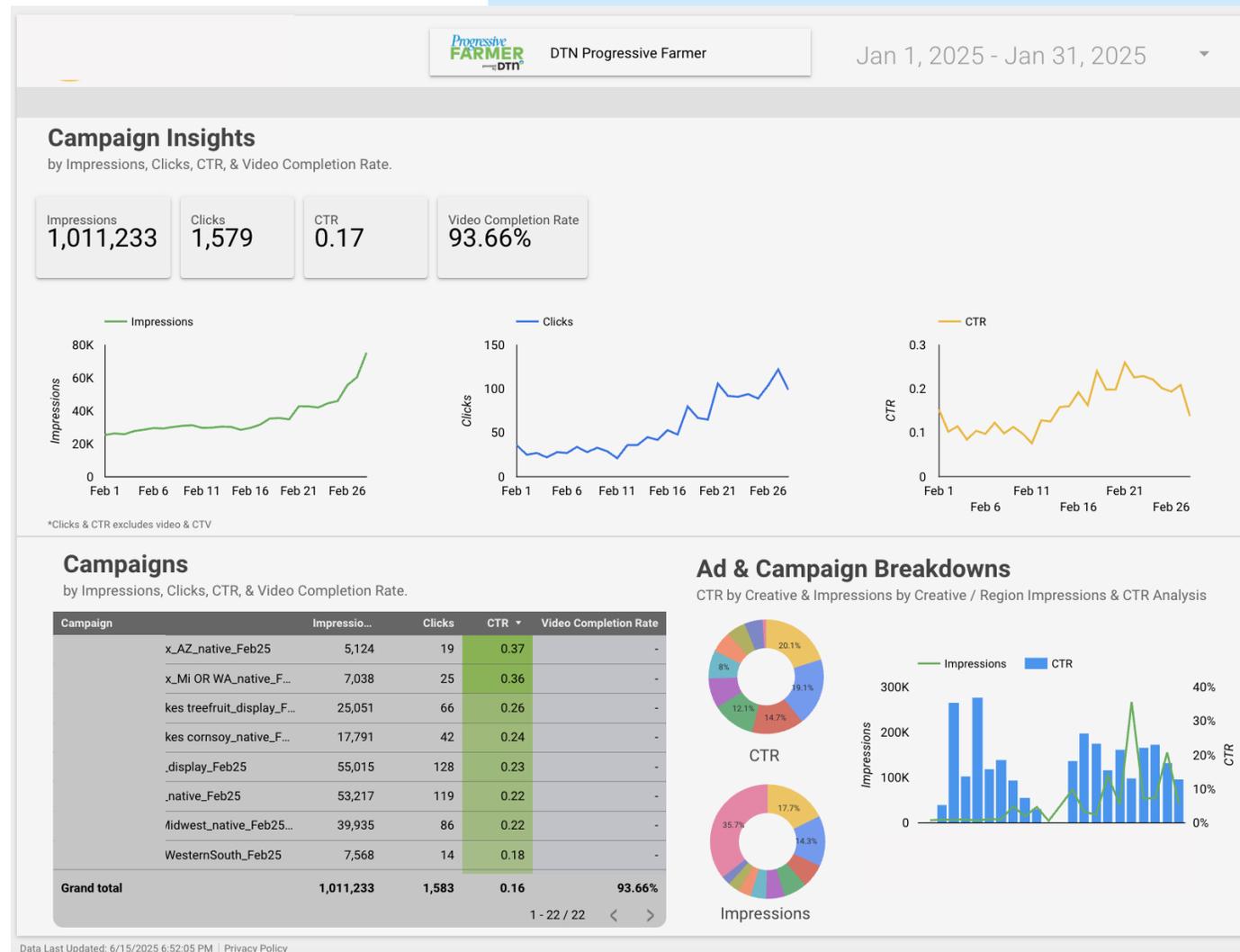
Dedicated AdOps Specialist

Bi-weekly check-in meetings with AdOps Specialist to review performance dashboard

Highlight anything that is over or under performing.

Discuss and agree on optimizations

Explore any opportunities to test new strategies



# Custom Content

# Custom Content that Converts

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

● Formats: 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.

The image shows a snippet of a website article from Bayer. At the top left is the Bayer logo. To its right are links for 'ABOUT', 'BLOG', and 'CONTACT'. The main heading is 'Short Stature Corn Makes a Stand' with a sub-headline 'Bayer raises the bar by lowering stalk height.' Below this is a photograph of a farmer in a field. The article text begins with 'There was once a time on American farms when a corn crop reaching "knee-high by the Fourth of July" was cause for celebration...' and continues with 'Over time, as corn genetics improved, plants became taller...' and 'Today, producers face a growing litany of weather extremes...' A 'CONTINUE READING' button is at the bottom. A sidebar titled 'Inside This Spotlight:' lists 'Building the Corn Hybrid of the Future', 'The Science Behind the Seed', and 'Breeding Precision Solutions'.

The image shows a sponsored article snippet from DTN/The Progressive Farmer. It features the DTN logo and the text 'Sponsored by DTN'. The main heading is 'Short Stature Corn Makes a Stand' with a sub-headline 'With challenges from extreme weather emerging, Bayer is finding new ways to protect crops.' Below this is a photograph of a farmer in a field. At the bottom, it says 'SPOTLIGHTS.DTNPF.COM' and 'Short Stature Corn Makes a Stand' with a 'LEARN MORE' button. Social media icons for Like, Comment, and Share are at the bottom.

The image shows a full article page from Progressive Farmer. The header includes the Progressive Farmer logo and 'powered by DTN'. The main heading is 'Building the Corn Hybrid of the Future' with a sub-headline 'SPONSOR SPOTLIGHTS > BUILDING THE CORN HYBRID OF THE FUTURE'. Below this is a 'Sponsored by Bayer' section with the text 'Scientists at Bayer are redefining how hybrids are developed to reduce risk from pests, disease and weather.' A video player for 'Short Stature Corn' is featured, with the name 'KELLY GILLESPIE' and her title 'Crop Efficiency Portfolio Lead / Bayer Crop Science'. A sidebar titled 'Inside This Spotlight:' lists 'Home', 'Building the Corn Hybrid of the Future', 'The Science Behind the Seed', 'Breeding New Solutions', 'More on Bayer Research and Innovation', 'New Technology in Plant Breeding', 'Breeding New Solutions', 'Facebook', 'Instagram', and 'Twitter'. The main text of the article begins with 'There was once a time on American farms when a corn crop reaching "knee-high by the Fourth of July" was cause for celebration...' and continues with 'Over time, as corn genetics improved, plants became taller...' and 'Today, producers face a growing litany of weather extremes...'.

Delivering high-value partnership and quality everyday.

# Editorial Calendar & Publishing Schedule

# 2026 EDITORIAL CALENDAR

## JANUARY

### America's Best Young Farmers and Ranchers.

We honor the next generation who have decided to make production agriculture their career. This is our 16<sup>th</sup> Class.

## FEBRUARY

### Farming 2030

Several equipment mfgs have pledged to have a fully autonomous, full-year systems in place by 2030. In addition, multiple companies are developing other technologies such as sensors, monitors, applicators that are smarter and based on preventive rather than reactive solutions. Regardless, all will result in a new evolution in production agriculture to make farms more efficient and productive while helping growers make smarter decisions. What does it all mean? What does the farm in 2030 look like?

## MARCH

### Wheat Yield Contest Winners/Family Connections

National Wheat Foundation announces the top yield and wheat quality winners. DTN/PF is the official media partner and will profile what it takes to be the best. Wheat is a legacy crop and so are many farmers who have grown wheat for generations. Story will highlight several families where wheat is the backbone of their operation.

## APRIL

### Secure Your Farm

Living in the country is no longer the safe haven our grandparents enjoyed. With isolated buildings filled with expensive, high-tech tools and homes far away from law enforcement your property is becoming a prime target for criminals. What steps do you need to take to help sleep a little more comfortably at night? Is it as simple as installing a few Ring cameras? What measures can you take and devices you can install to help secure your property? Is there a standardized method for placing some sort of identification on property? What other precautions should you consider? Story will include statistics on rural crime, response times for law enforcement, etc. Security also includes staying safe from hacking and ransomware attacks and other vulnerabilities a farming operation might have.

## MAY

### Boost Your Herd Health Protocols

Minimizing and preventing health problems is the foundation to boost beef cattle performance. Much has changed over the years when it comes to parasite and disease control. Old methods/thinking is out; New and better methods are in. Is your herd health IQ where it needs to be? Story will provide a broad overview of the most important areas every cattle producer needs to be proficient in. What is the correct protocol to follow? How to set up a vaccination program. Selecting and using

## SUMMER-JUNE/JULY

### Join the Club

Summer is a good time to tackle multiple projects around the farm and homestead. Farmers have a host of equipment to make the jobs easier. For example, utility tractors have evolved to handle myriads of chores. Manufacturers have added plenty of horsepower and comfort features normally associated with larger tractors, along with multiple attachments and pieces of equipment. The same goes for Utility Vehicles/Side-By-Sides. They're no longer just for recreation. These machines have also evolved into handy workhorses for a variety of tasks thanks to equipment upgrades, attachments and more. Product review of what's available and comments from mfgs on how and why these machines have evolved and what may be in store in the years ahead.

# 2026 EDITORIAL CALENDAR

## AUGUST

### A Little Help From Some Friends

The Colorado Conservation Tillage Association (CCTA) is doing a 3-year soil health program using a 'mentoring' program where experienced farmers coach three to four farmers new to the soil health arena. Also, part of the program is 'nutrient density' testing which evaluates the nutrient content of the grain from each farm. This is a new effort to prove that crops grown on healthy soil are of greater value so should get a premium. The program is called FARMS and is in the second of three years.

## SEPTEMBER

### Seed Decisions 2026

Annual seed buying guide

## OCTOBER

### Root of the Matter

Everyone talks about what is going on above ground in a corn plant, but few examine what happens below ground. Or are they? Root architecture is getting a closer look as scientists evaluate how root volume, root structure, root hairs, etc. influence the uptake of water and nutrients, help the crop withstand multiple drought and other stress factors, and how roots respond differently to plant population, fertility placement and ultimately, yield.

## NOVEMBER

### Land Outlook

It's nearly impossible to look into a crystal ball and determine which way land prices are headed. So many uncertainties cloud the outlook—tariffs, trade disruptions and deals, what will a new farm bill entail, mid-term elections, inflation/interest rates, commodity/livestock prices, domestic/world economy, global stability or unrest and more. Will investors continue to view farmland as a safe investment? Will demand outstrip supply? We'll talk to some of the leading experts on agricultural land to provide an accurate assessment of the current land market and where it's headed.

## DECEMBER

### The Regenerative Way.

Harborview Farms – Based in Rock Hall, Maryland, this 13,000-acre operation is run by Trey Hill, a fourth-generation farmer. Because he farms adjacent to the Chesapeake Bay, Hill has been an early adopter of regenerative agriculture and "climate smart" farming. His management includes no-till and diverse cover crops, and he advocates for soil health and water quality. Harborview was the first farm in country to earn certification under the ResponsibleAg program. They even have a solar array on the farm. He's the definition of a progressive farmer.

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

# 2026 PROGRESSIVE FARMER 10 CLOSE DATES AND CREATIVE DUE DATES

Issue	10 close	ROP ad material deadline	Delivery
January	11-13-25	12-05-25	01-03-26
February	12-25-25	01-14-26	02-11-26
March	01-21-26	02-09-26	03-09-26
April	02-11-26	03-02-26	03-30-26
May	03-16-26	04-01-26	04-29-26
Summer	04-27-26	05-13-26	06-10-26
August	06-15-26	06-30-26	07-29-26
September	07-15-26	08-03-26	09-01-26
October	08-13-26	09-01-26	09-30-26
November	09-15-26	10-02-26	11-02-26
December	10-14-26	11-02-26	11-30-26

# Open Rates

# 2026 Print Rates

Audience Geo	Audience Demo	Circulation	PG4C	Spread 4C	1/2 PG4C	1/3 PG4C	CV2	CV3	CV4
Full Circ	National	276,052	\$16,589	\$31,518	\$9,953	\$6,635	\$19,077	\$18,247	\$19,906
12 NC	National	183,938	\$13,509	\$25,668	\$8,781	\$5,404	N/A	N/A	N/A
South	National	77,918	\$8,285	\$15,741	\$5,385	\$3,314	N/A	N/A	N/A
CattleLink	National	123,633	\$10,163	\$19,309	\$6,606	\$4,065	N/A	N/A	N/A

## High Impact Print Open Rates

Audience Geo	Audience Demo	Circulation	Roll-fold (3 ads)	Barn door (4 ads)	False Cover (2 ads)	Supplied Insert	Printed Insert	Coverwrap (3 ads)
Full Circ	National	276,486	\$49,766	\$66,354	\$57,901	\$28,674	\$41,115	\$64,339
12 NC	National	183,938	\$40,528	\$54,037	\$44,932	\$23,282	\$31,539	\$50,452
South	National	77,918	\$24,855	\$33,140	\$26,603	\$14,441	\$18,355	\$29,954
CattleLink	1+ Beef	123,633	\$30,488	\$40,650	\$34,553	\$17,732	\$24,229	\$38,456



# 2026 Digital Rates

## DTNPF.com & MyDTN

Producer Demo	Run of Network Display Banner	Native Display	Roadblock	Full page Takeover	High Impact Carousel	High Impact Film Strip
Geographic Targeting Only	\$32	\$40	\$40	\$50	\$50	\$50

## E-blasts

Record Count	0-9,999	10,000 – 24,999	25,000 – 49,999	50,000 – 74,999	75,000 – 99,999	100,000+
Rate/CPM	\$1000 min	\$120	\$100	\$80	\$60	\$40



# 2026 Digital Rates



## 1st Party Data Programmatic

	Display Banner	Video	Native Display	Social Display	Social Video	Streaming Audio	YouTube	Connected TV
Standard Demo/Geo Targeting	\$30	\$51	\$33	\$32	\$38	\$43	\$45	\$85

Other 3P Data Sources	Programmatic Display Banner	Programmatic Pre-Roll Video	Programmatic Native Display	Programmatic Streaming Audio	Programmatic Connected TV
Custom and Specialty Audiences	+5	+7	+5	+7	+7

