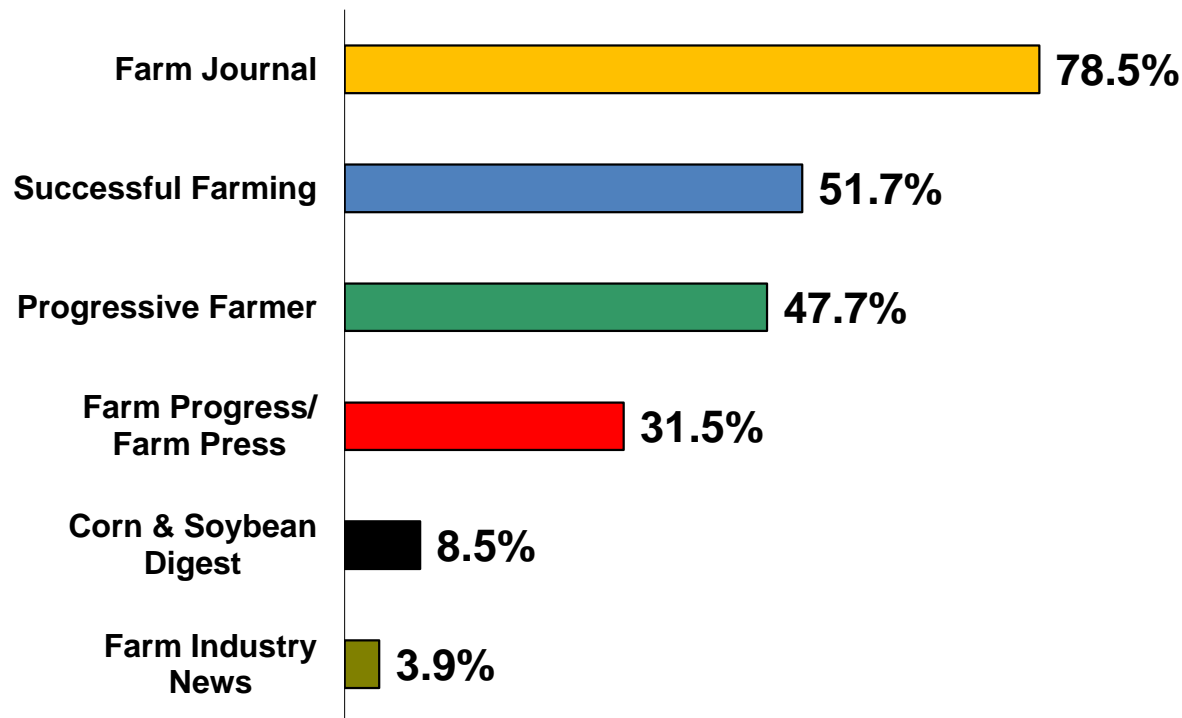


Readership Comparison Among Crop Production Magazines

What farm magazines or farm newspapers, including crop and livestock publications, do you remember reading in the last 30 days?

All Commercial Producers \$250+K Farm Sales (base = 1,031)



Source: "2014 National Producer Media Use Study", Conducted for Farm Journal Media by Ag Media Research: January 2014

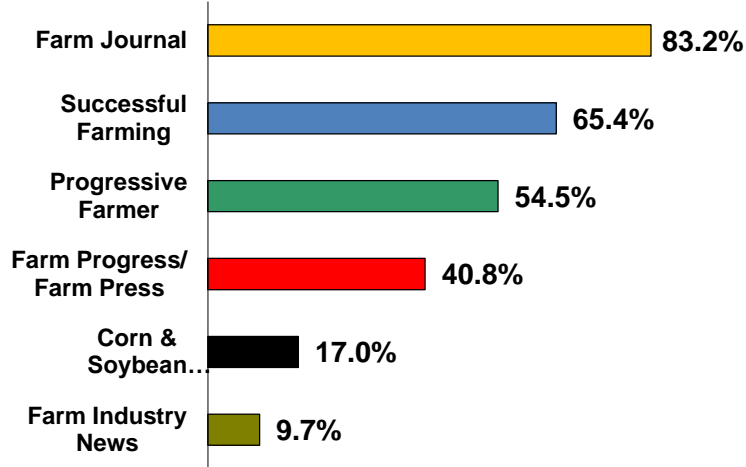
1,031 interviews, January 2014
Survey conducted for Farm Journal Media



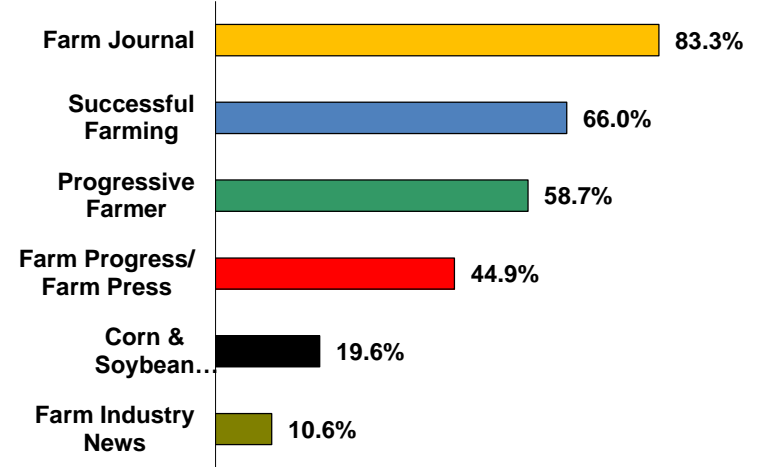
Growers by Commodity

What farm magazines or farm newspapers, including crop and livestock publications, do you remember reading in the last 30 days?

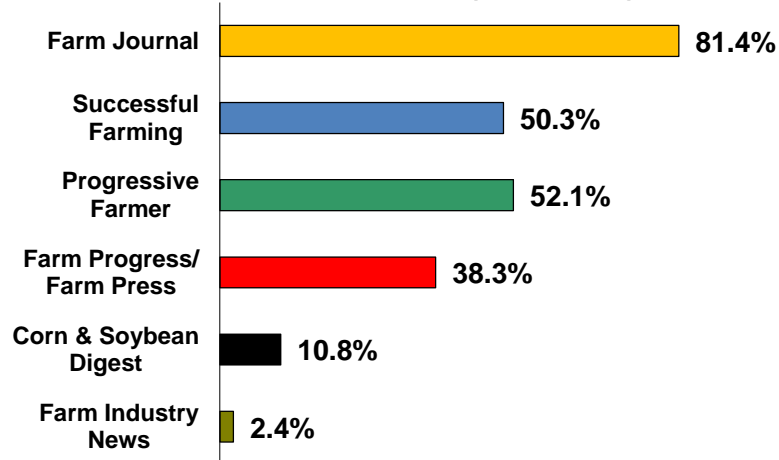
250+ A Corn Growers (base = 382)



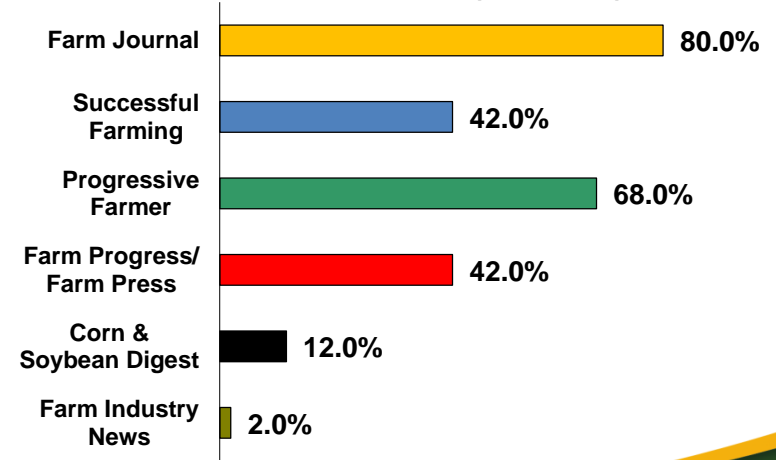
250+ A Soybean Growers (base = 312)



250+ A Wheat Growers (base = 167)



1+A Cotton Growers (base = 50)



By Geography

What farm magazines or farm newspapers, including crop and livestock publications, do you remember reading in the last 30 days?

