

# Farm Journal Mobile Audience Profile

## Farm Journal Mobile Messaging

- Approximately 75,000 producers have opted in for various forms of Farm Journal Mobile content and periodic third-party SMS and MMS messaging sent from our dedicated shortcode.
- Exclusive and non-exclusive programs in place.
- Demo profile snapshot:
  - 1+ total acres = 40,000
  - 1+ corn acres = 37,000
  - 1+ soybean acres = 32,000
  - 1+ beef = 19,000
  - 1+ dairy = 11,000