

Agriculture Media Planning Guide

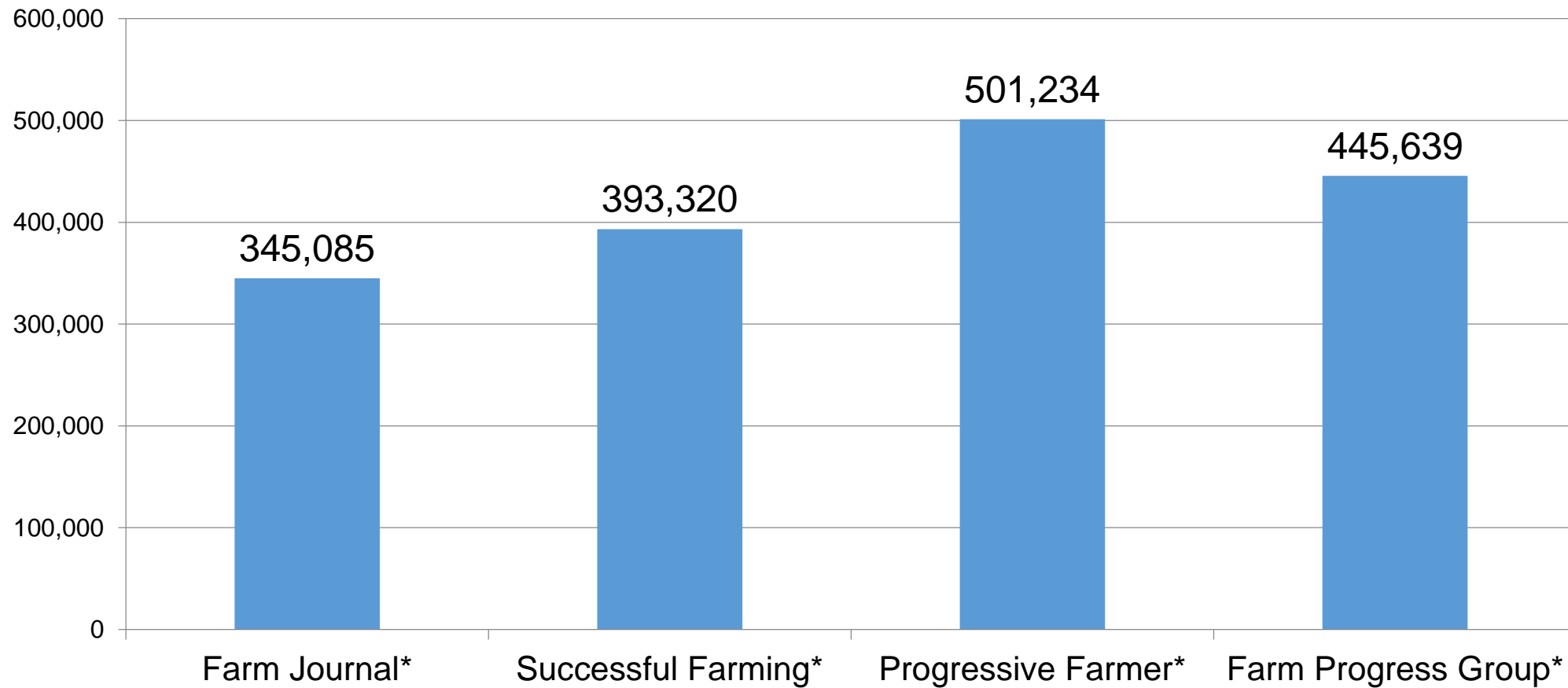
August 2018

FIELD SERVED

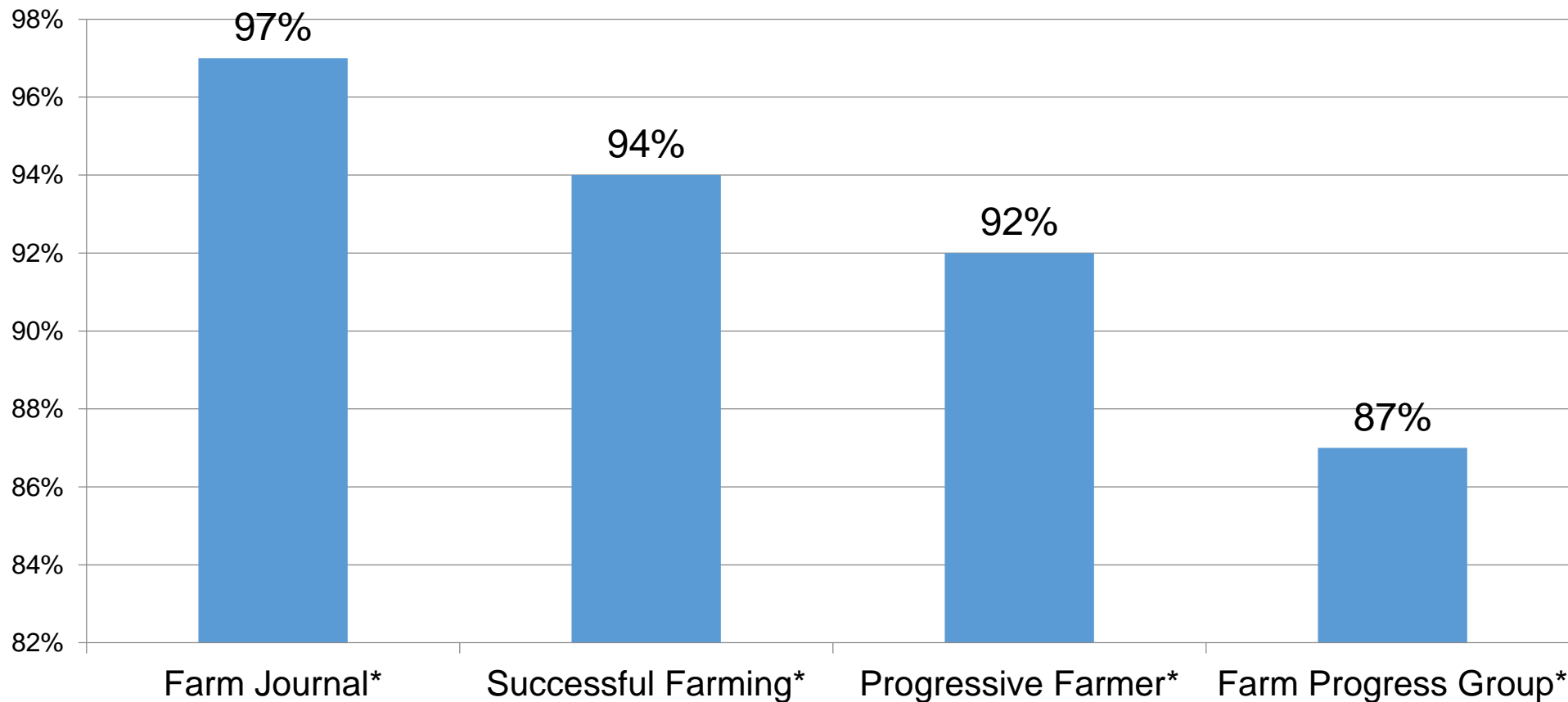
- **Farm Journal**
 - Owners and operators of commercial farms and ranches, farm managers, consultants, those who work or live on a farm or ranch, those in a business or profession directly related to farming and ranching.
- **Successful Farming**
 - Serving the business, production and personal needs of America's farm families.
- **Progressive Farmer**
 - Agriculture
- **Farm Progress**
 - Local production agriculture in the United States. Commercial farm owners and operators, farm managers, consultants, people who work or live on a farm or ranch, or who work at a business or profession directly related to the farm or ranch industry.

TOTAL CIRCULATION

CROP PRODUCTION MAGAZINES

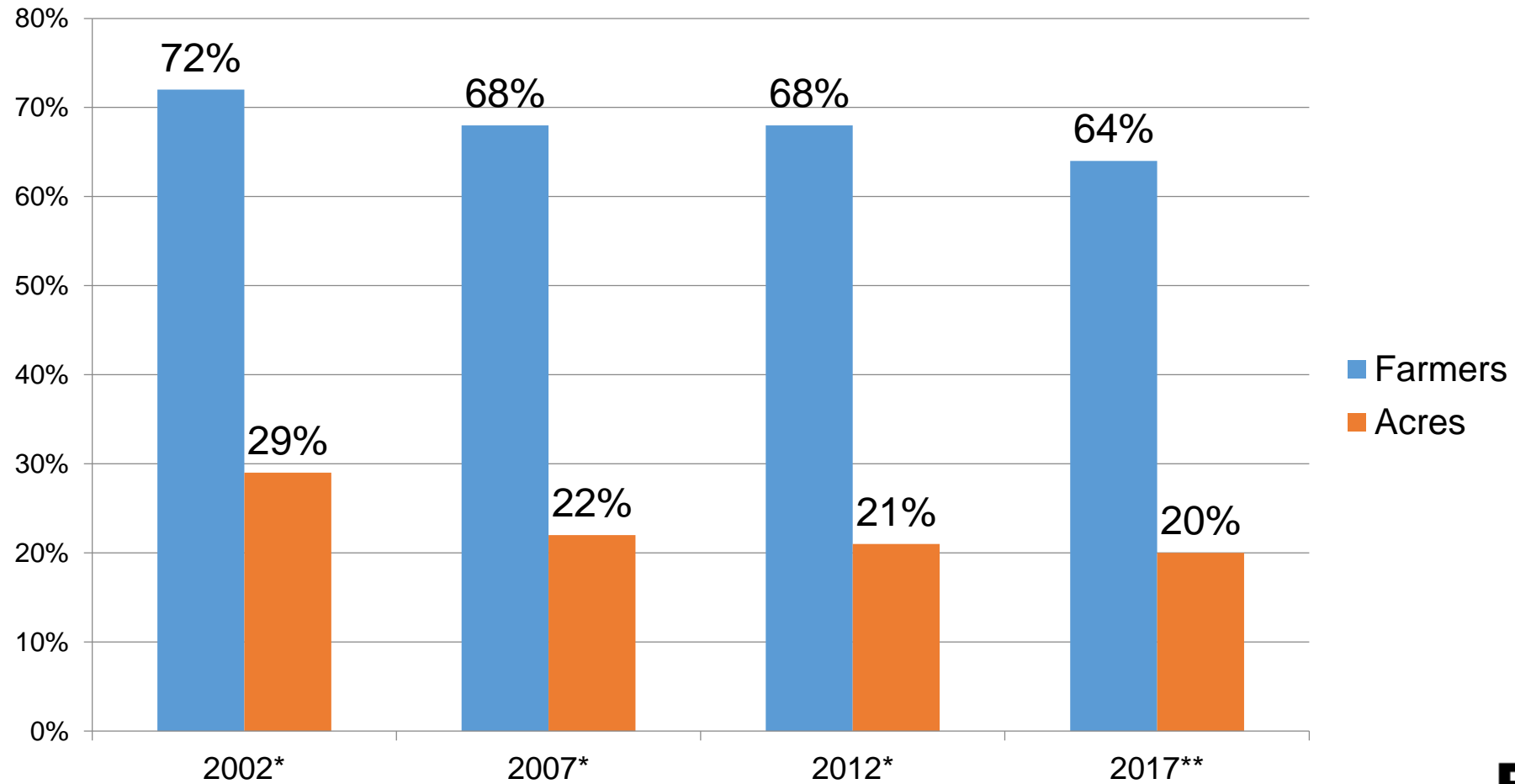


% TOTAL CIRCULATION OWNS/OPERATES FARM CROP PRODUCTION MAGAZINES



U.S. CORN MARKET

1 – 249 acres

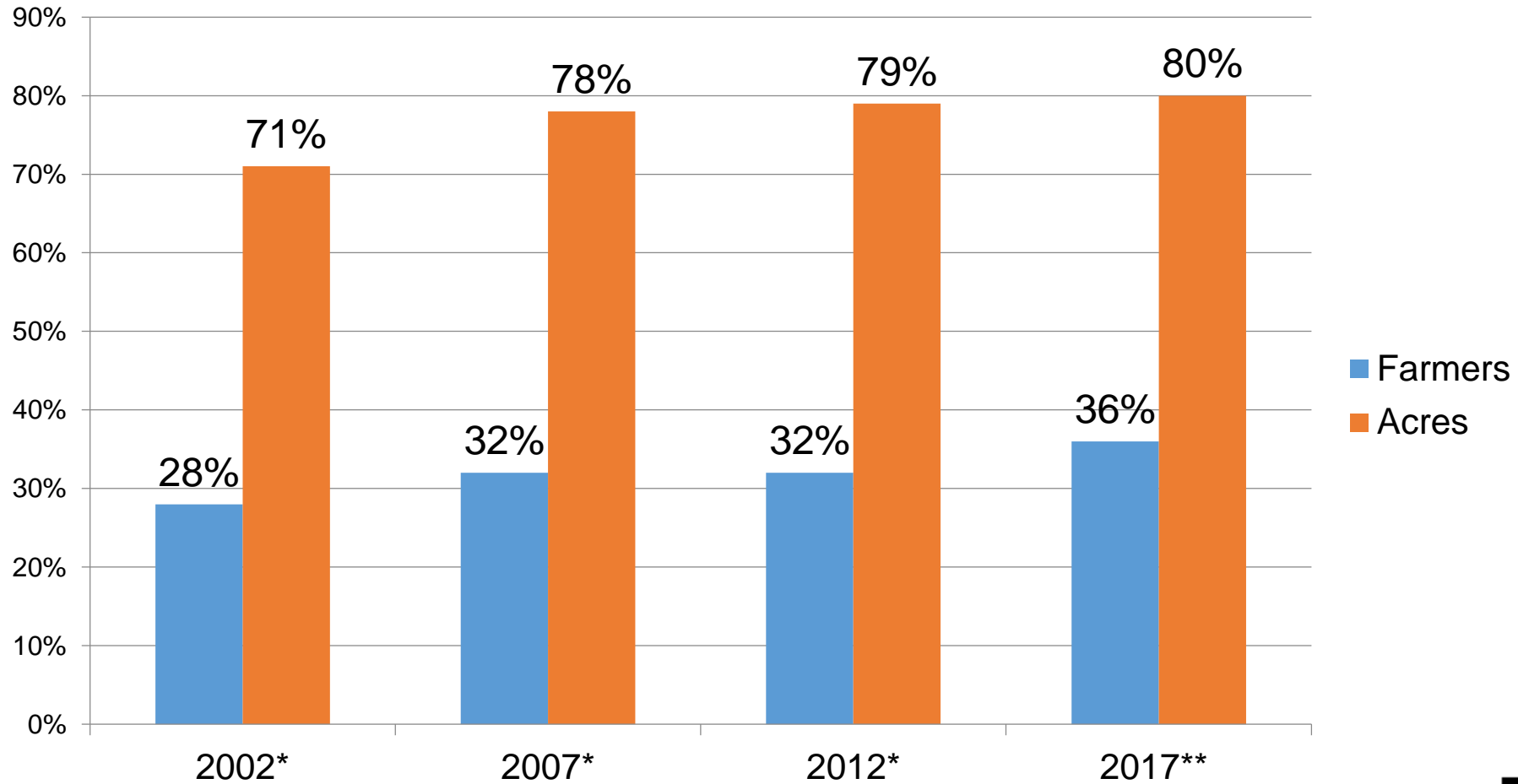


*Source: Census of Agriculture

**Source: Farm Journal Media

U.S. CORN MARKET

250+ acres

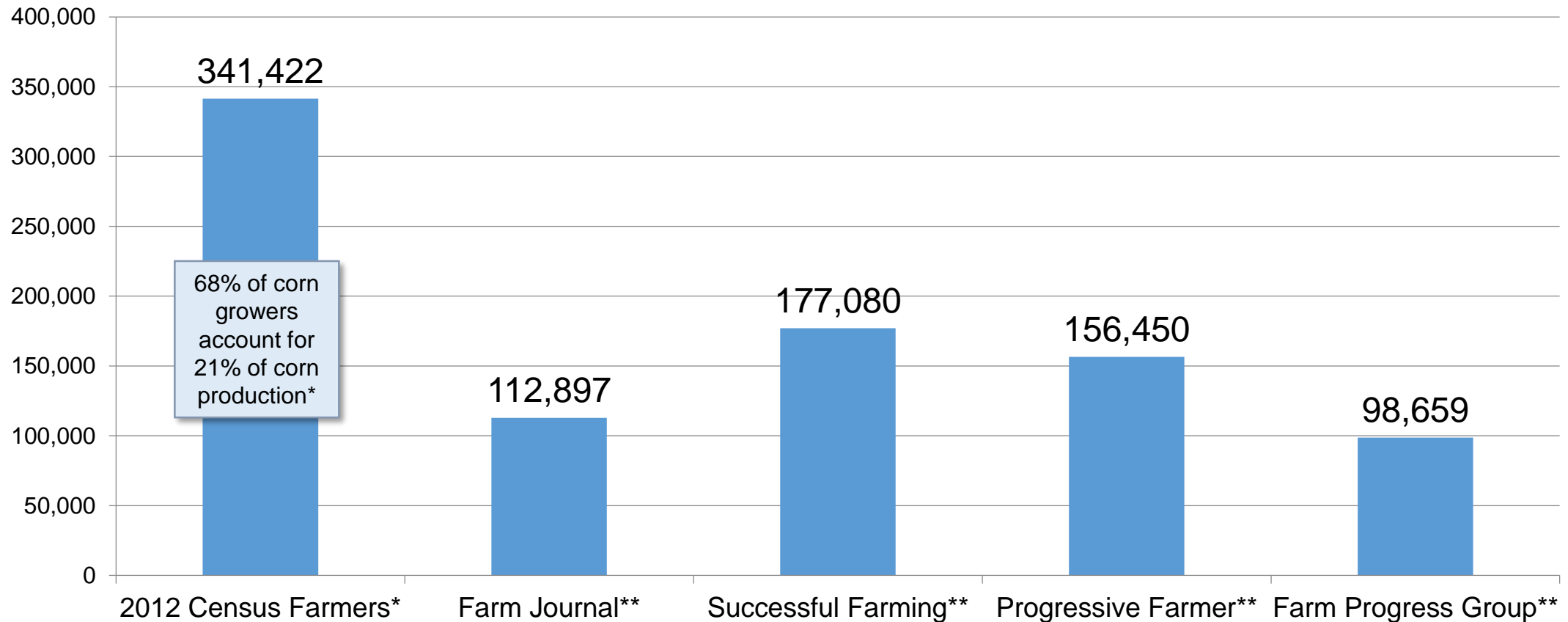


*Source: Census of Agriculture

**Source: Farm Journal Media

CROP PRODUCTION MAGAZINES

1 – 249 Acres Corn

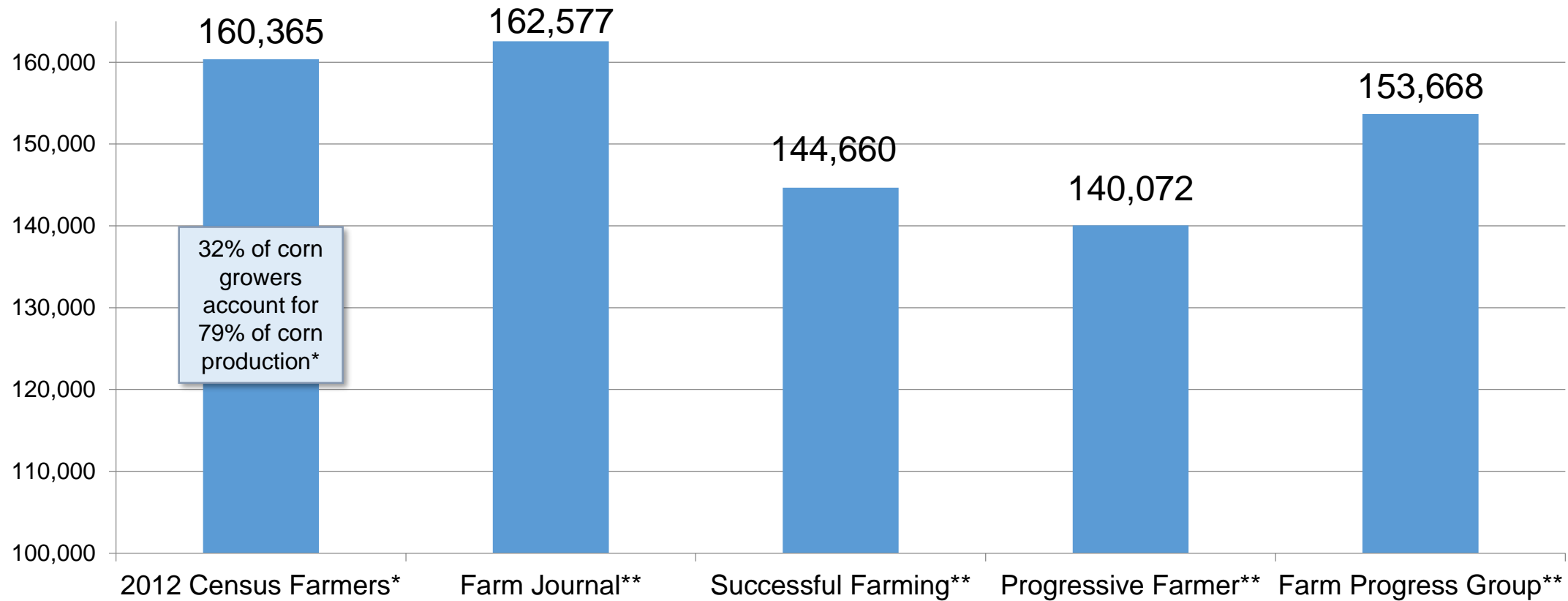


*Source: 2012 Census of Agriculture – farms (249,919) x average decision makers per farm (1.37)

**Source: AAM June 2018 Publisher's Statement, subject to audit

CROP PRODUCTION MAGAZINES

250+ Acre Corn

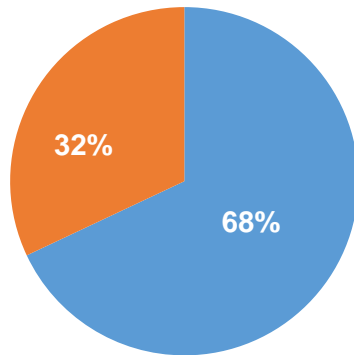


*Source: Source: 2012 Census of Agriculture – farms (98,611) x average decision makers per farm (1.63)

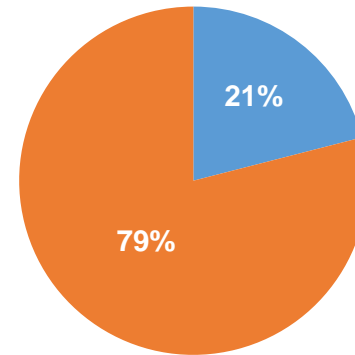
**Source: AAM June 2018 Publisher's Statement, subject to audit

CORN MARKET COMPARED TO PRODUCTION MAGAZINE CIRCULATION

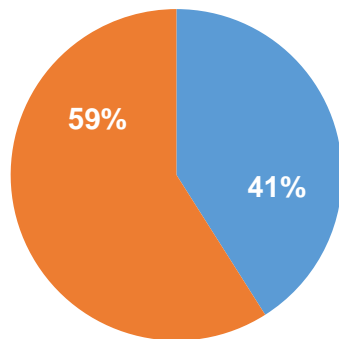
Farmers*



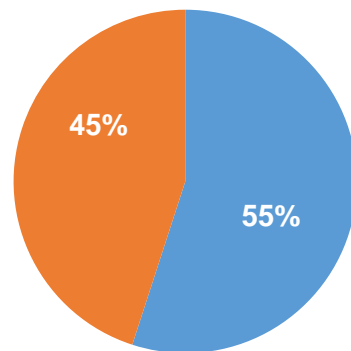
Production*



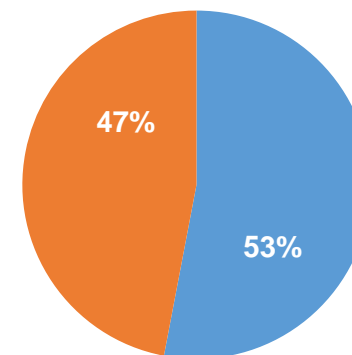
Farm Journal**



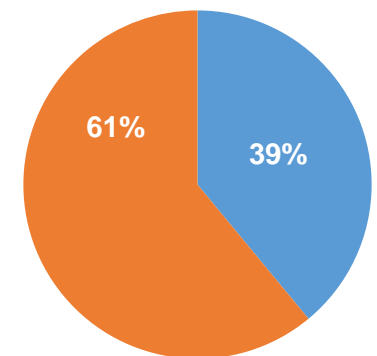
Successful Farming**



Progressive Farmer**



Farm Progress Group**



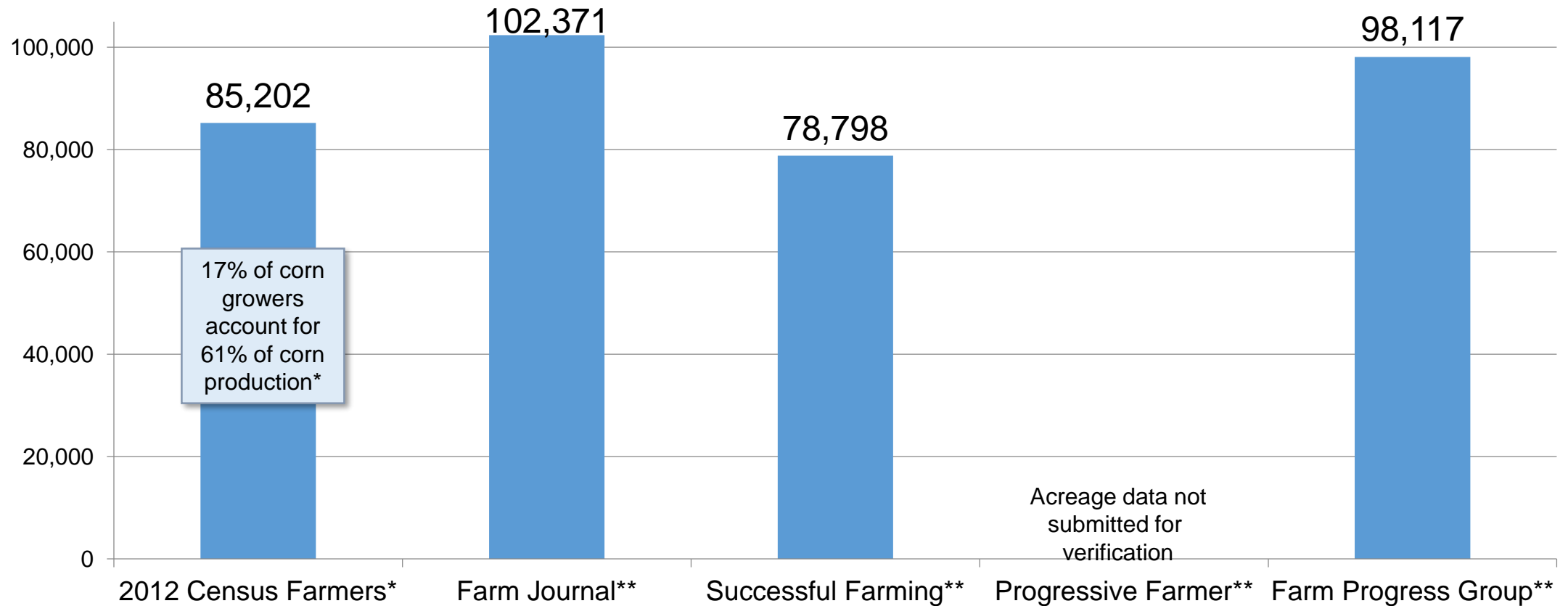
■ 1-249 acres ■ 250+ acres

*Source: 2012 Census of Agriculture

**Source: AAM June 2018 Publisher's Statement, subject to audit

CROP PRODUCTION MAGAZINES

500+ Acre Corn

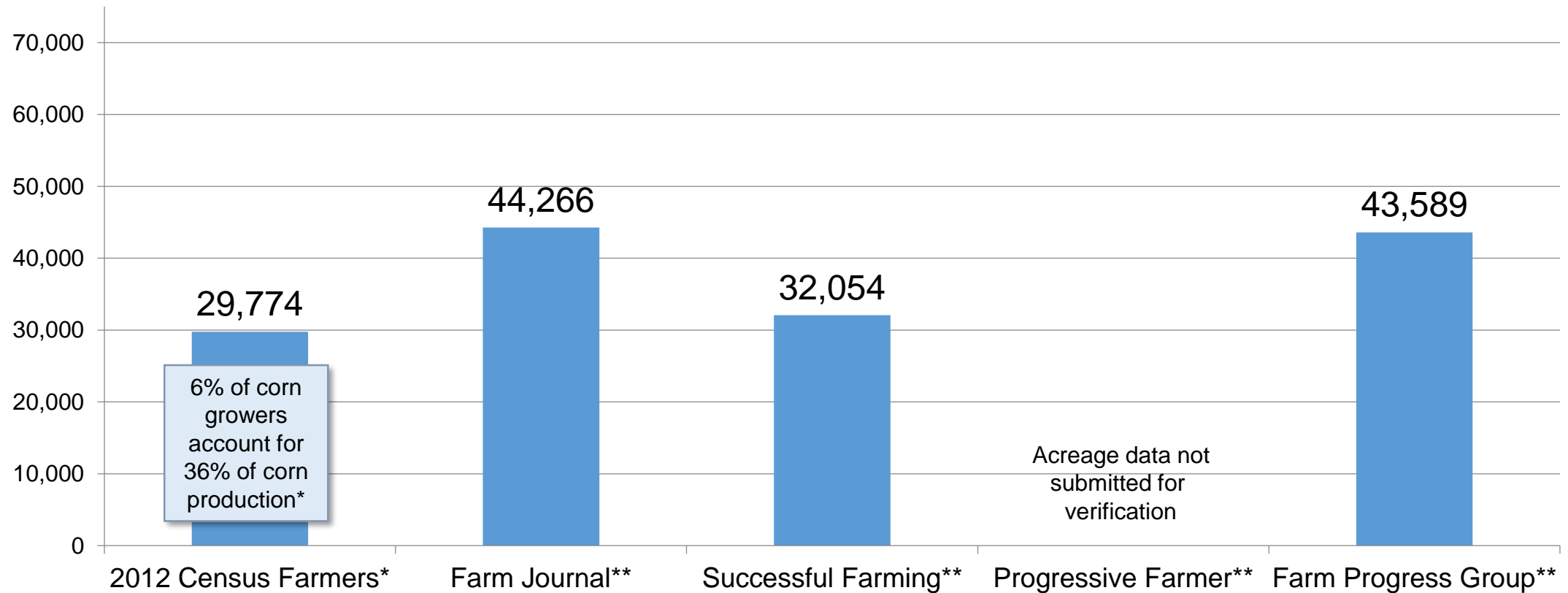


*Source: 2012 Census of Agriculture – farms (50,119) x average decision makers per farm (1.70)

**Source: AAM June 2018 Publisher's Statement, subject to audit

CROP PRODUCTION MAGAZINES

1,000+ Acre Corn

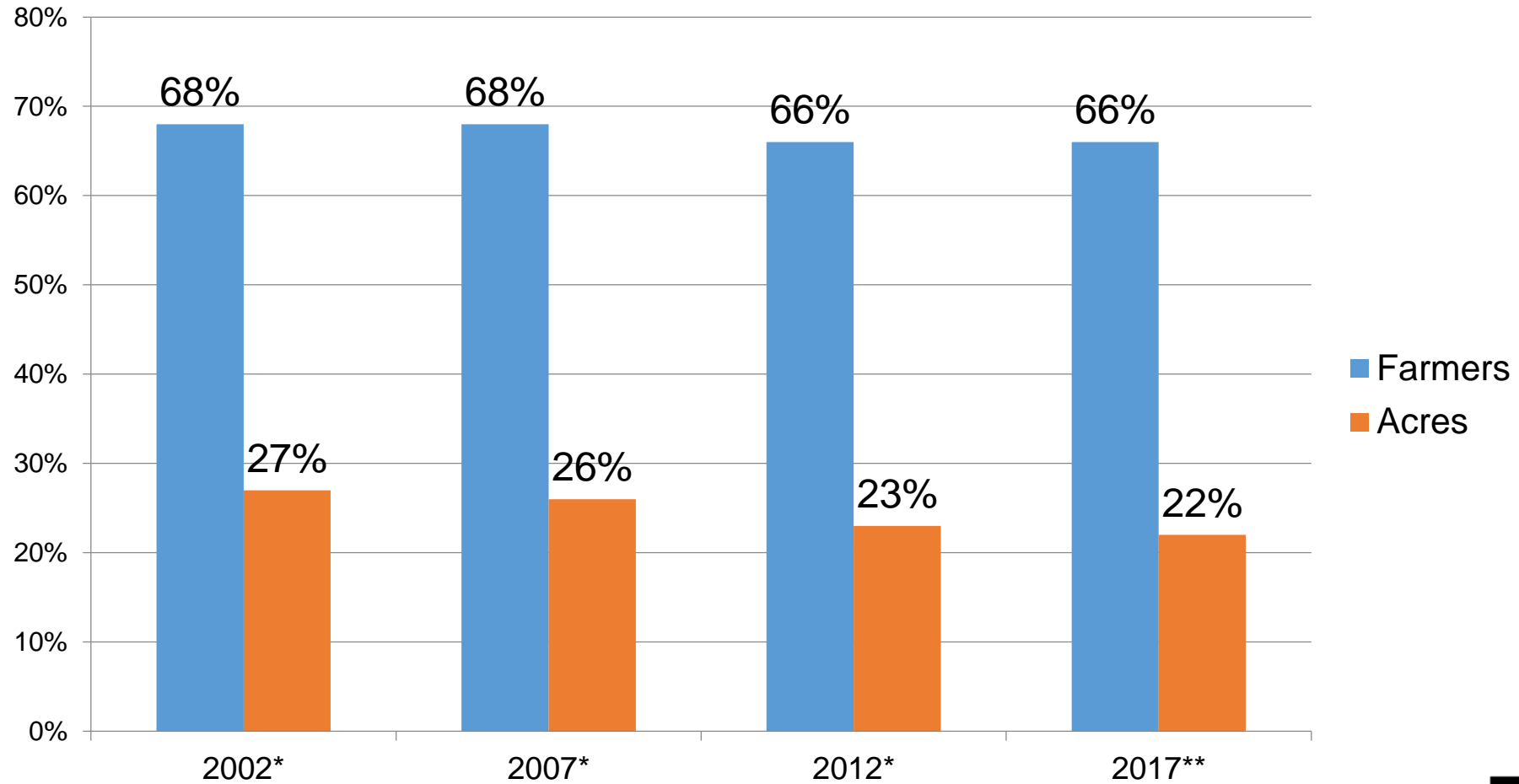


*Source: 2012 Census of Agriculture – farms (17,514) x average decision makers per farm (1.70)

**Source: AAM June 2018 Publisher's Statement, subject to audit

U.S. SOYBEAN MARKET

1 – 249 acres

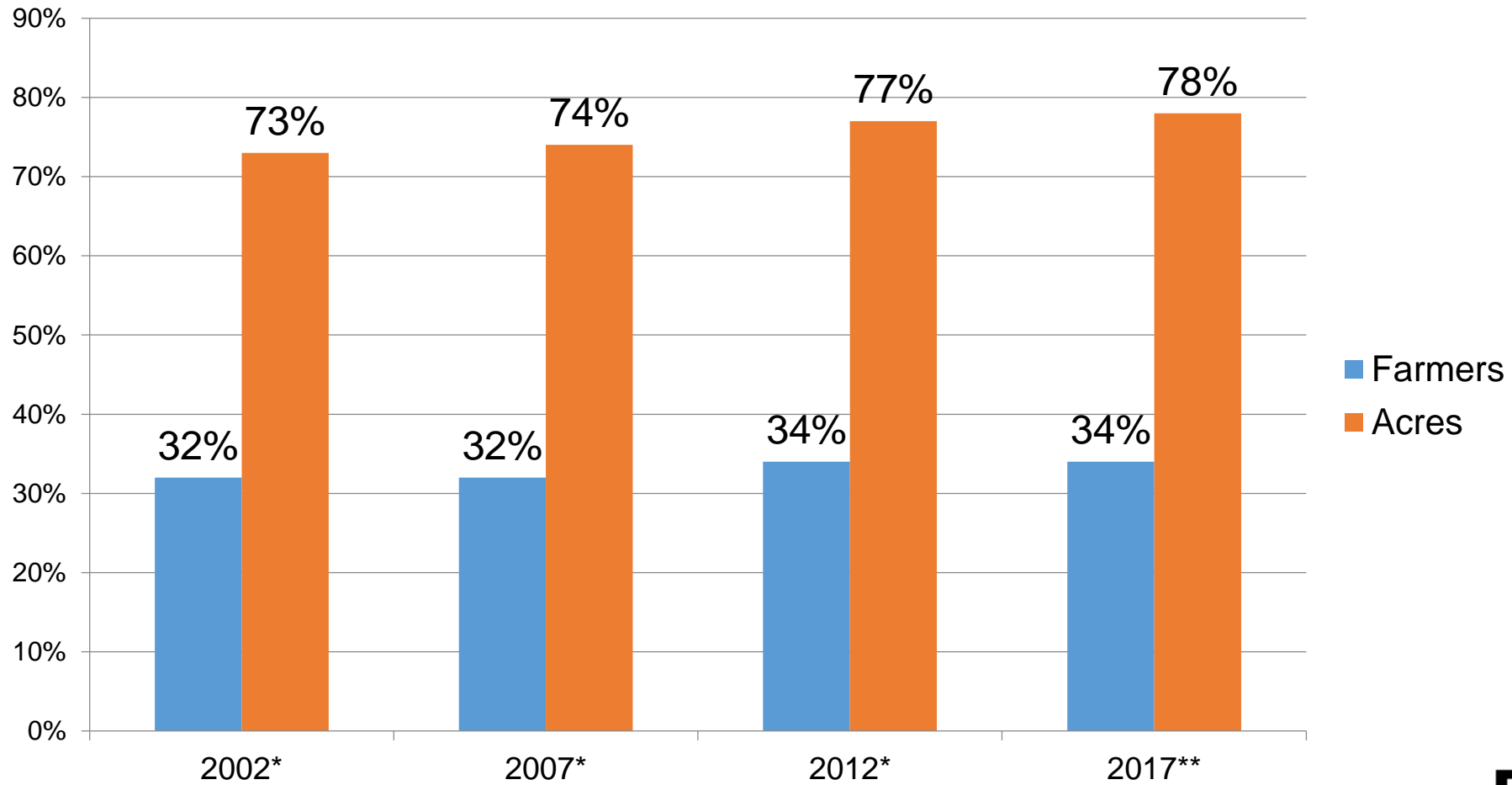


*Source: Census of Agriculture

**Source: Farm Journal Media

U.S. SOYBEAN MARKET

250+ acres

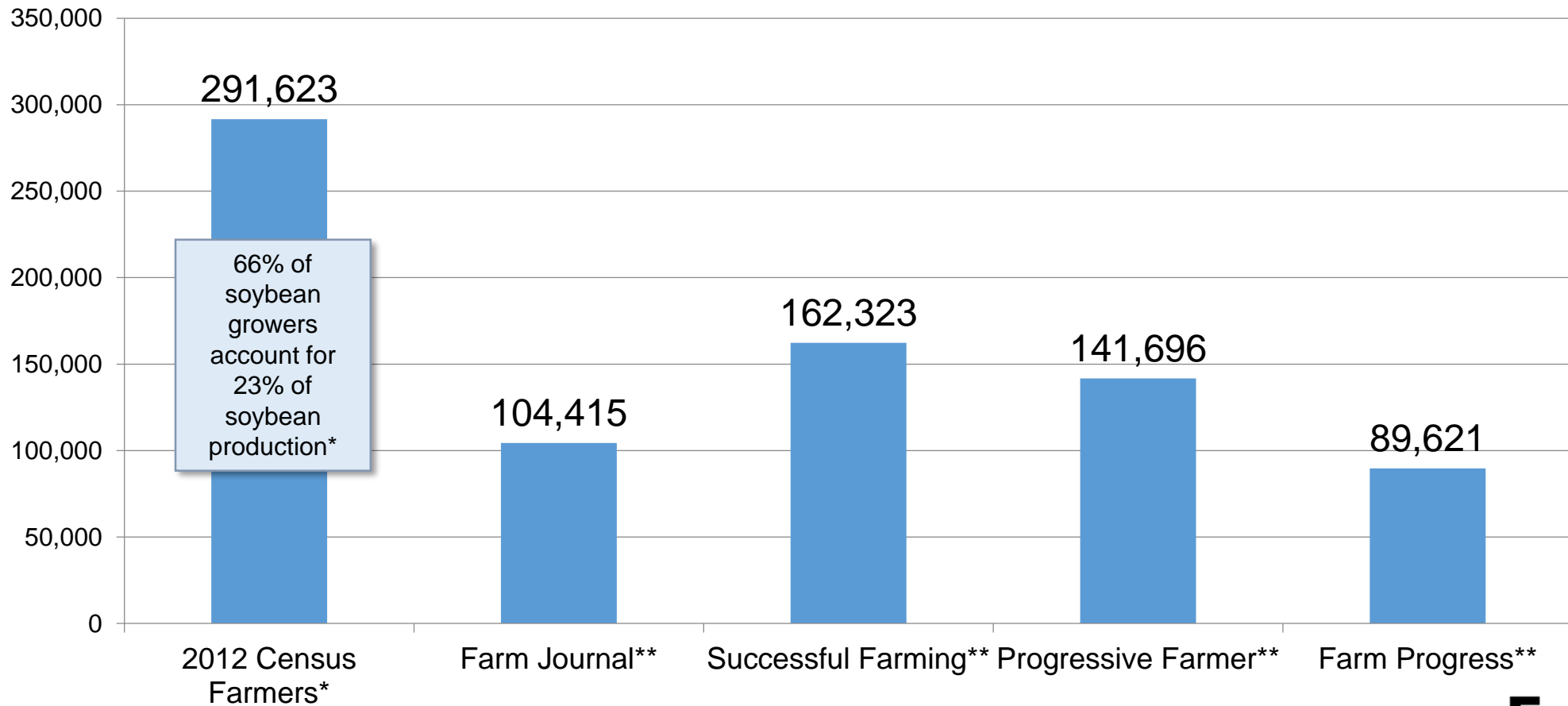


*Source: Census of Agriculture

**Source: Farm Journal Media

CROP PRODUCTION MAGAZINES

1 – 249 Acres Soybeans

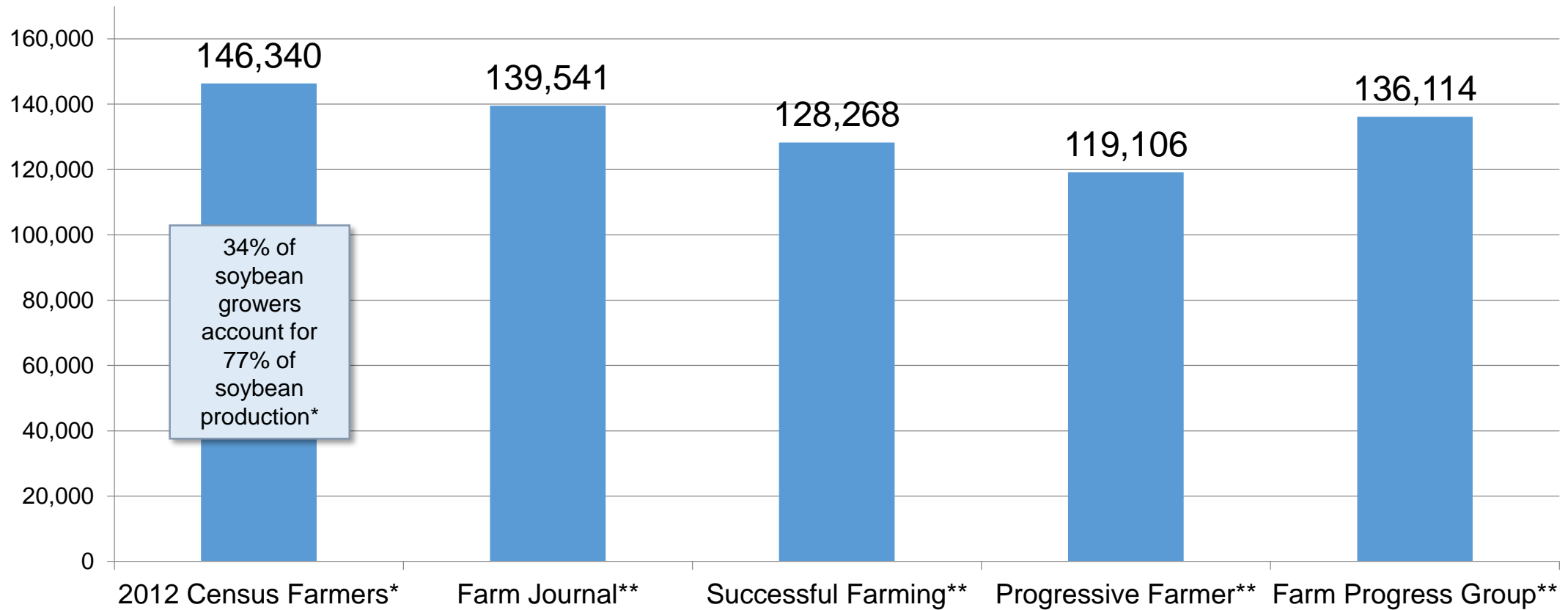


*Source: 2012 Census of Agriculture – farms (217,720) x average decision makers per farm (1.34)

**Source: AAM June 2018 Publisher's Statement, subject to audit

CROP PRODUCTION MAGAZINES

250+ Acres Soybeans

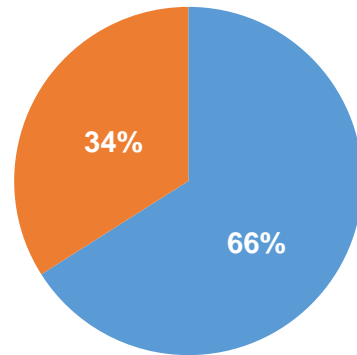


*Source: 2012 Census of Agriculture – farms (90,243) x average decision makers per farm (1.62)

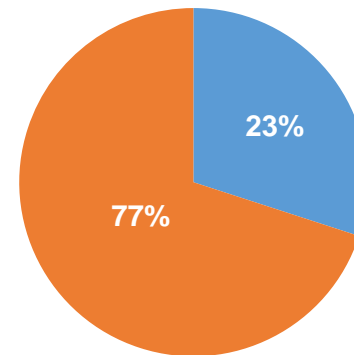
**Source: AAM June 2018 Publisher's Statement, subject to audit

SOYBEAN MARKET COMPARED TO PRODUCTION MAGAZINE CIRCULATION

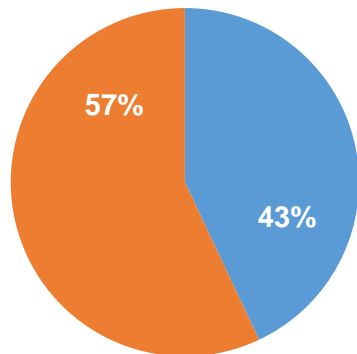
Farmers*



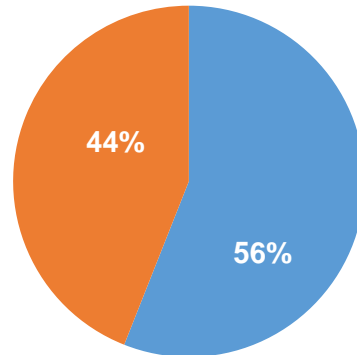
Production*



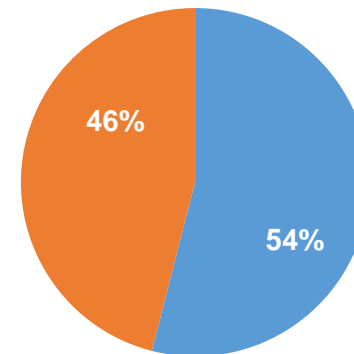
Farm Journal**



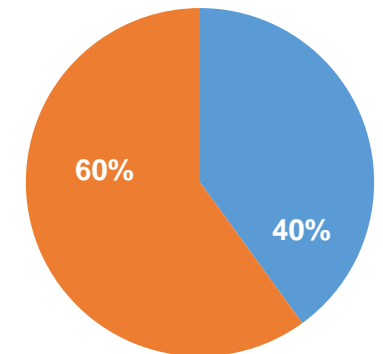
Successful Farming**



Progressive Farmer**



Farm Progress Group**



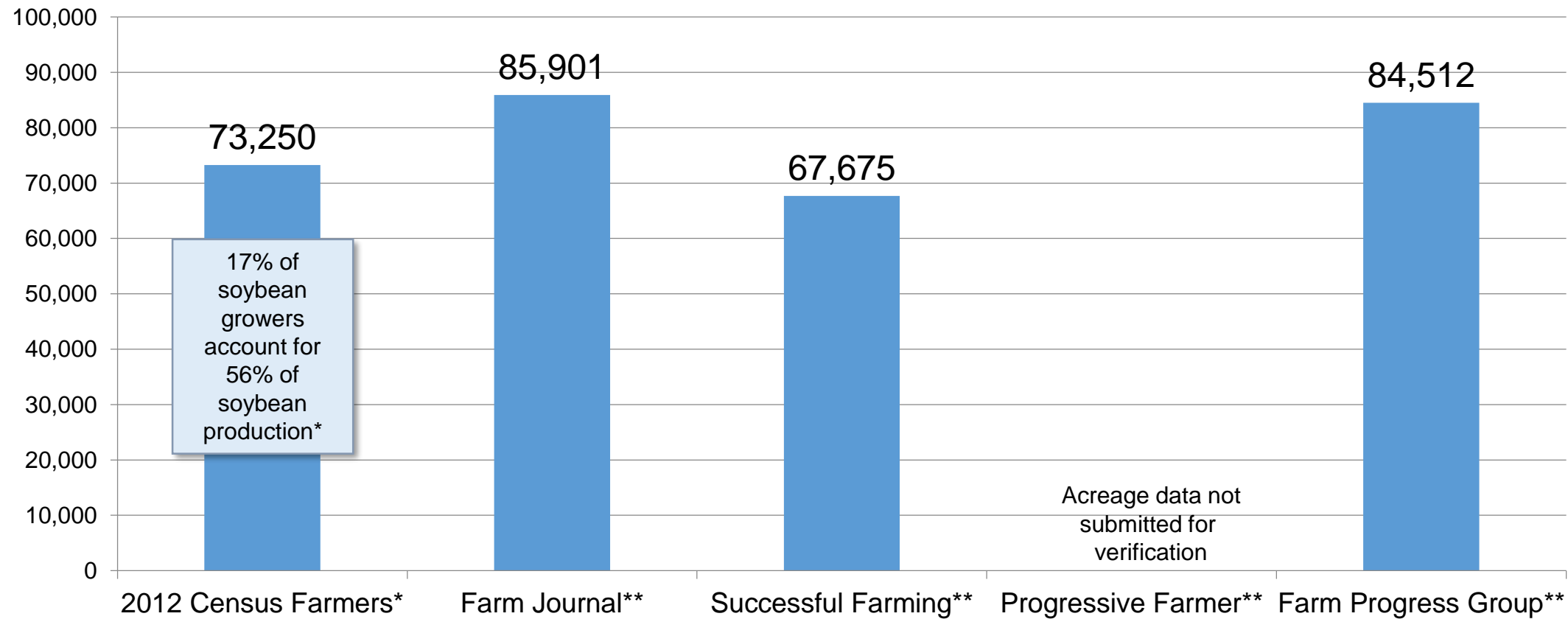
■ 1-249 acres ■ 250+ acres

*Source: 2012 Census of Agriculture

**Source: AAM June 2018 Publisher's Statement, subject to audit

CROP PRODUCTION MAGAZINES

500+ Acres Soybeans

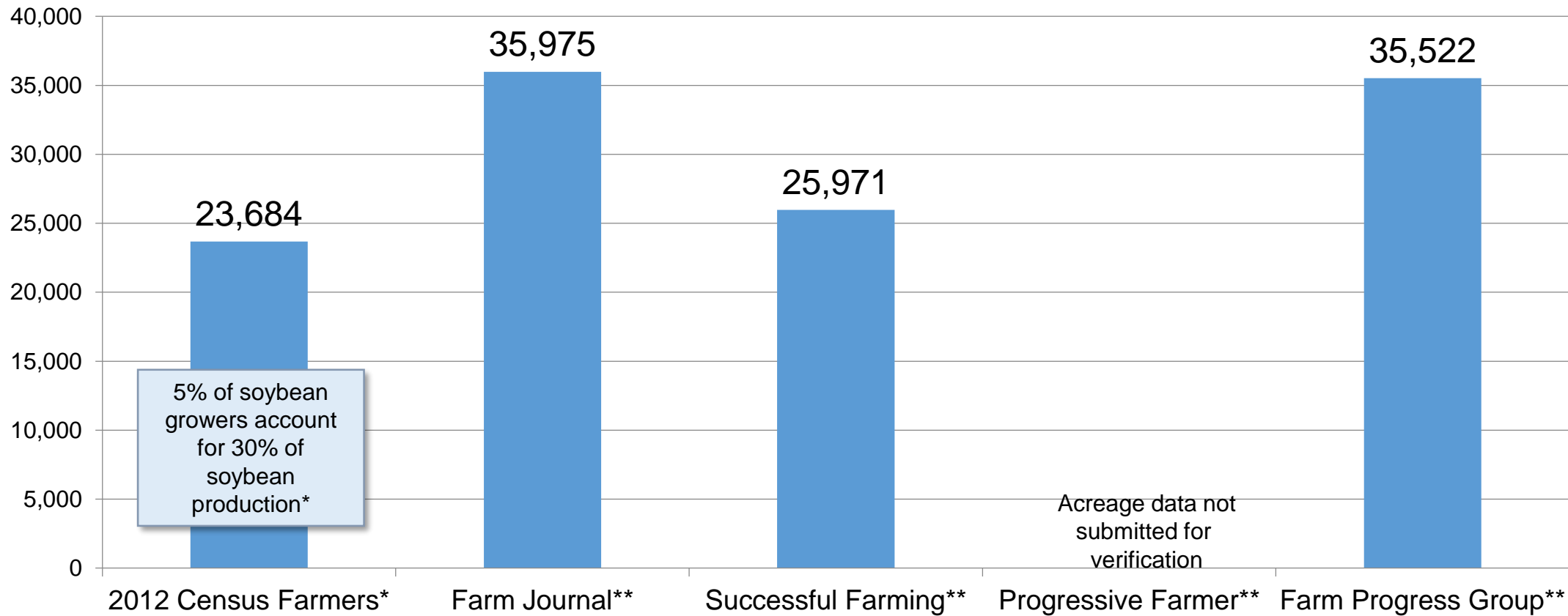


*Source: 2012 Census of Agriculture – farms (43,088) x average decision makers per farm (1.70)

**Source: AAM June 2018 Publisher's Statement, subject to audit

CROP PRODUCTION MAGAZINES

1,000+ Acres Soybeans



*Source: 2012 Census of Agriculture – farms (13,932) x average decision makers per farm (1.70)

**Source: AAM June 2018 Publisher's Statement, subject to audit

CROP PRODUCTION MAGAZINES

compared to Farm Journal in Farmers

Acre Range	% Total Production	Farmers	Successful Farming	Progressive Farmer	Farm Progress Group
250+ corn	79%	160,400	(17,917)	(22,505)	(8,909)
500+ corn	61%	85,200	(23,573)	Acreage data not submitted for verification	(4,254)
1,000+ corn	36%	29,800	(12,212)	Acreage data not submitted for verification	(677)
250+ soybean	77%	146,300	(11,273)	(20,435)	(3,427)
500+ soybean	56%	73,300	(18,226)	Acreage data not submitted for verification	(1,389)
1,000+ soybean	30%	23,700	(10,004)	Acreage data not submitted for verification	(453)

*Source: Farm Journal calculation based on 2012 Census of Agriculture

**Source: AAM June 2018 Publisher's Statement, subject to audit

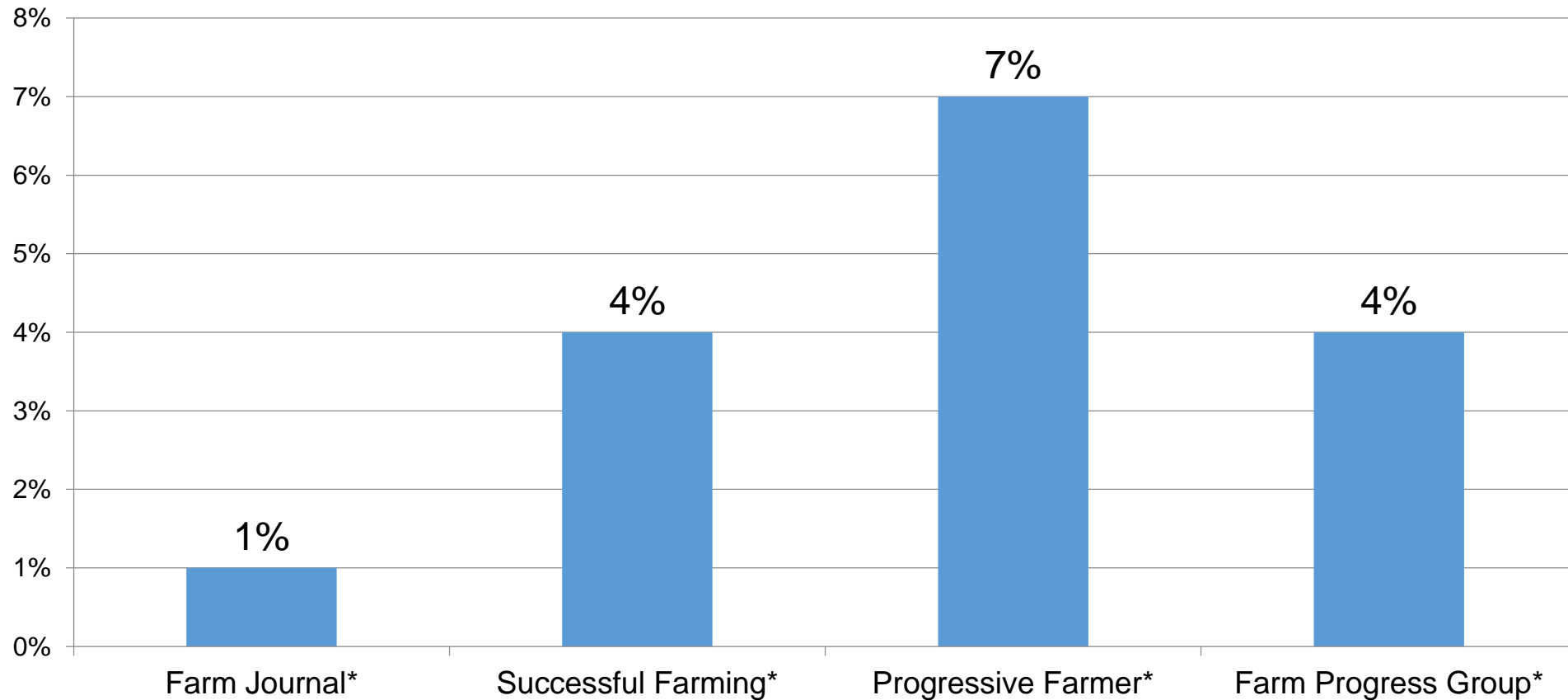
CROP PRODUCTION MAGAZINES

compared to Farm Journal in Acres (millions)

Acre Range	% Total Production	Acres (millions)	Successful Farming	Progressive Farmer	Farm Progress Group
250+ corn	79%	81.0	(6.6)	(10.0)	(3.5)
500+ corn	61%	52.1	(10.6)	Acreage data not submitted for verification	(1.8)
1,000+ corn	36%	30.0	(6.9)	Acreage data not submitted for verification	.2
250+ soybean	77%	58.7	(3.9)	(8.6)	(1.3)
500+ soybean	56%	42.2	(8.2)	Acreage data not submitted for verification	(.3)
1,000+ soybean	30%	22.6	(5.6)	Acreage data not submitted for verification	.2

*Source: Farm Journal calculation based on 2012 Census of Agriculture

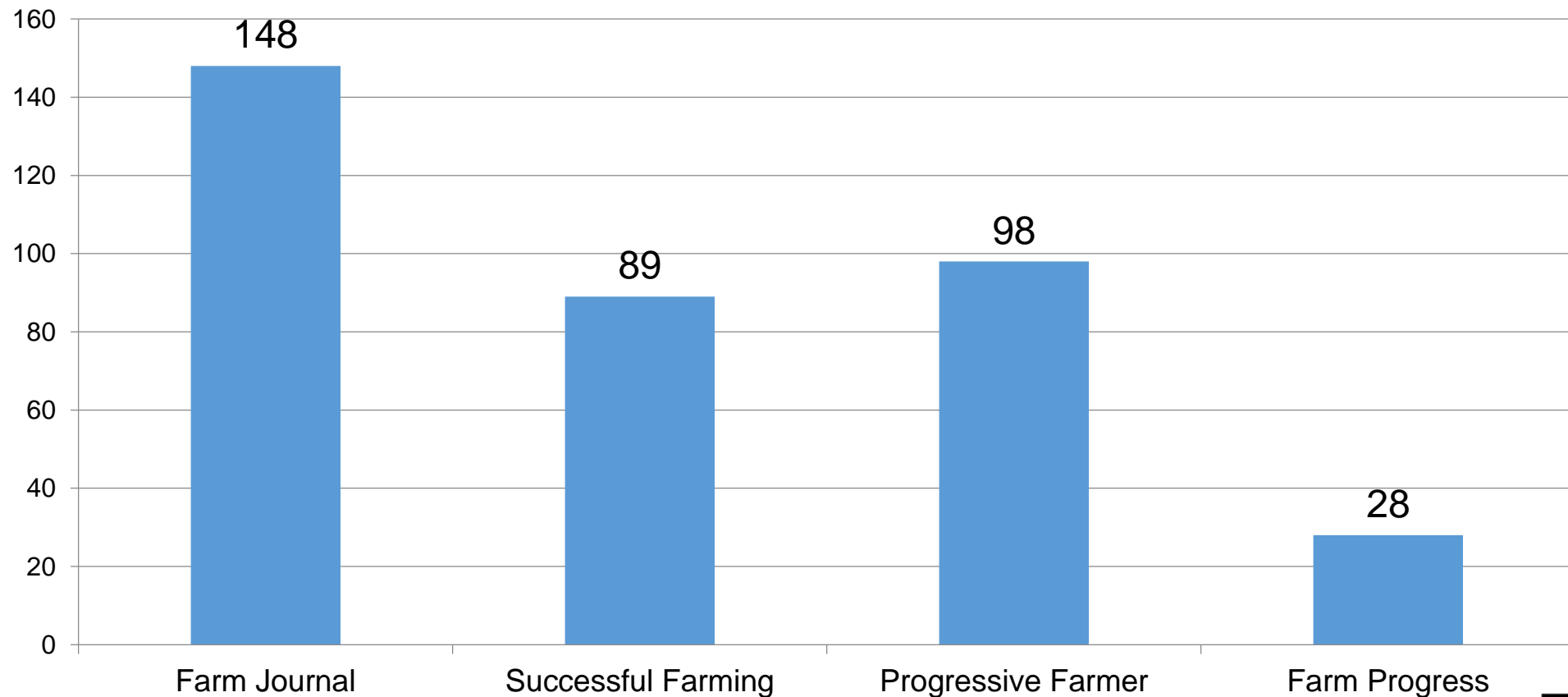
% TOTAL CIRCULATION NOT FARM RELATED CROP PRODUCTION MAGAZINES



TOTAL STAFF AND EXPERT BYLINE PAGES

CROP PRODUCTION MAGAZINES

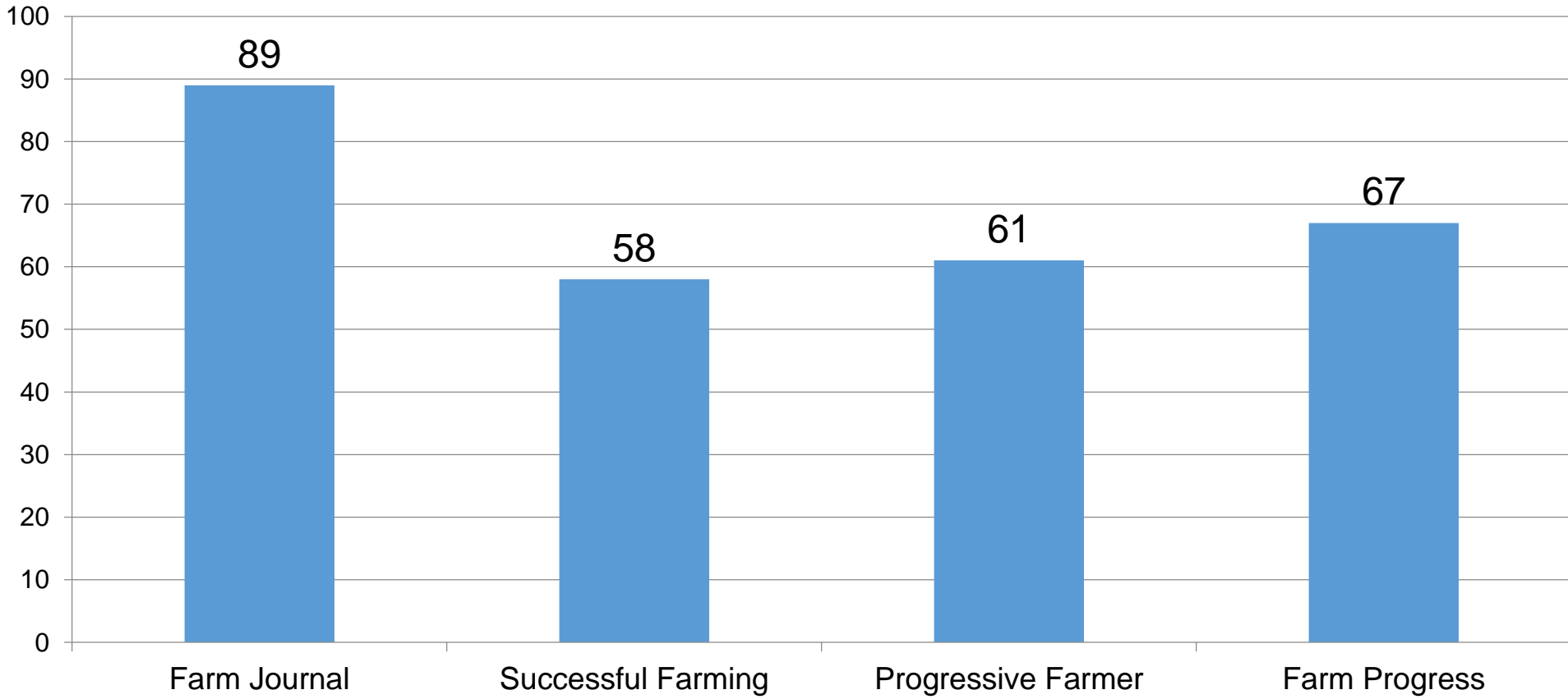
January–December 2017



TOTAL AGRONOMY PAGES

CROP PRODUCTION MAGAZINES

January–December 2017



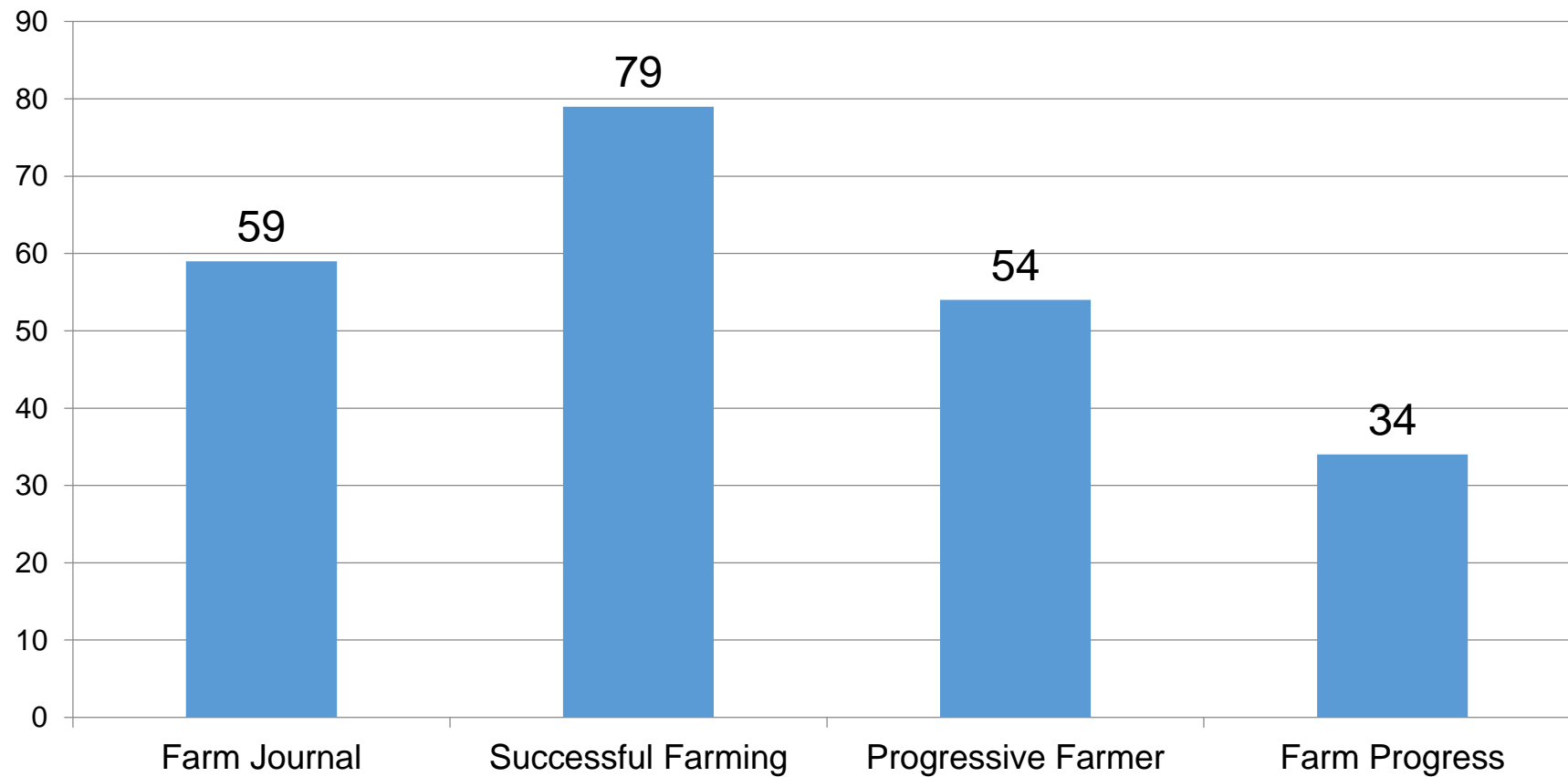
Source: Farm Journal Media Audit



TOTAL MACHINERY/TECHNOLOGY PAGES

CROP PRODUCTION MAGAZINES

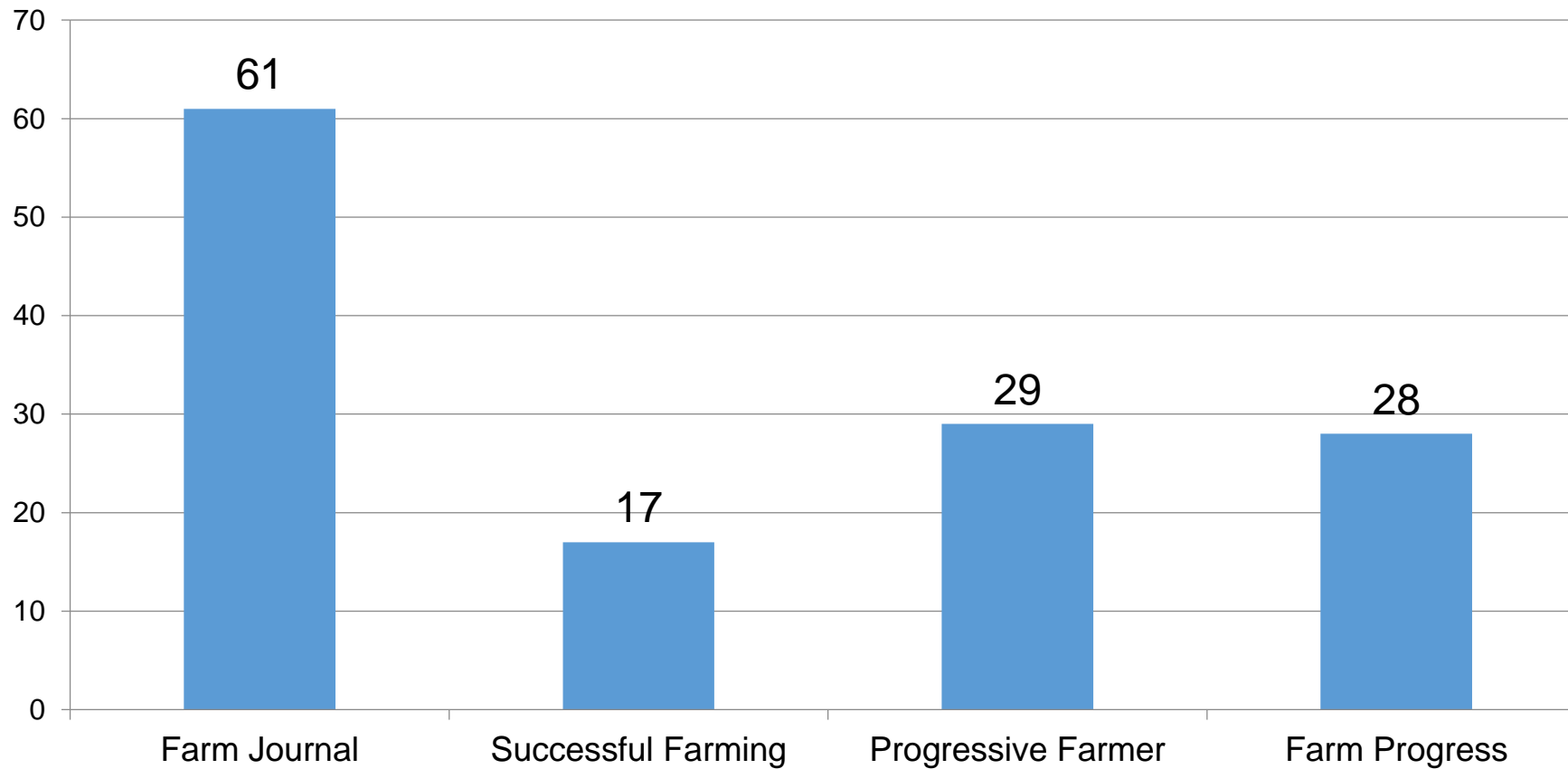
January–December 2017



TOTAL POLICY AND ISSUE PAGES

CROP PRODUCTION MAGAZINES

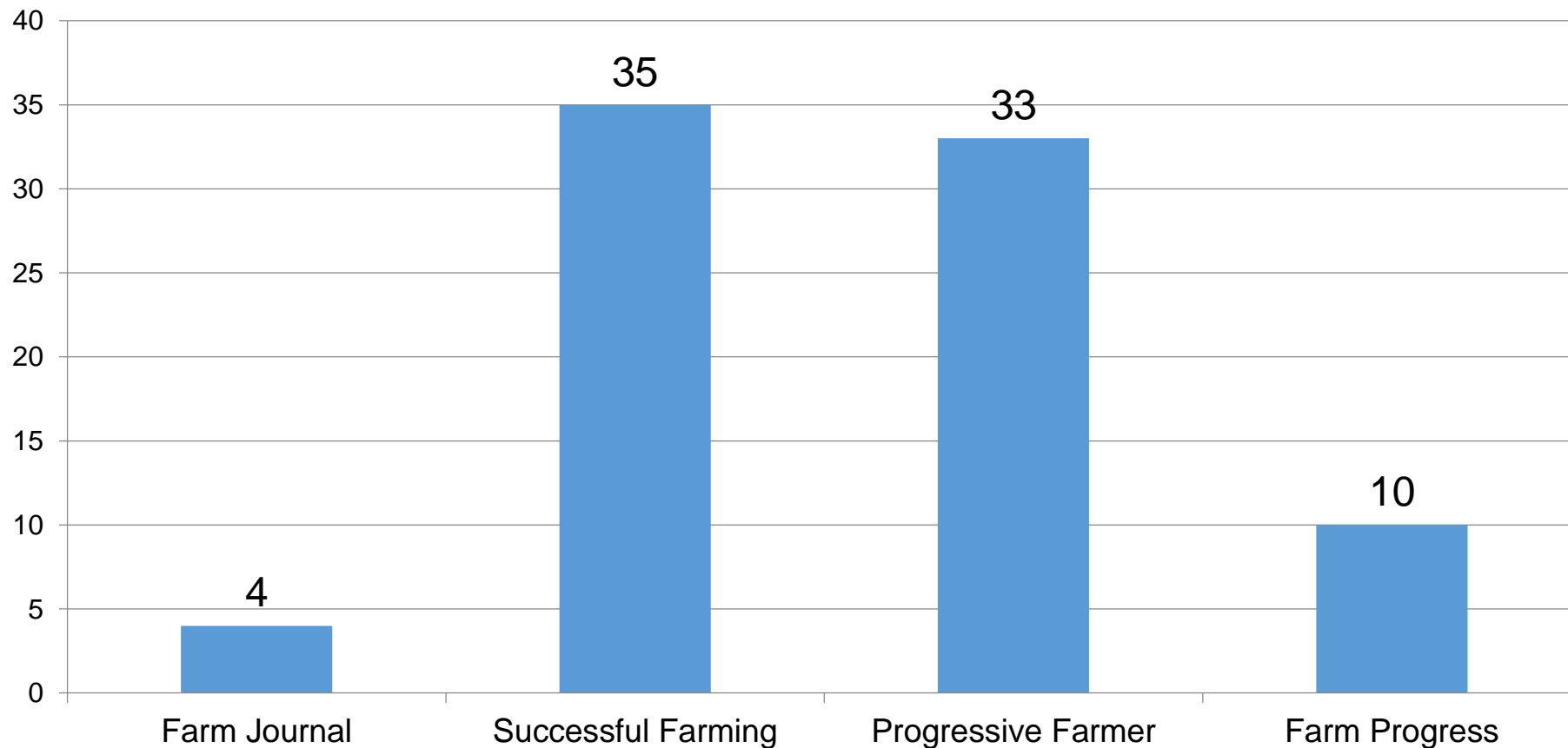
January–December 2017



TOTAL LIFESTYLE PAGES

CROP PRODUCTION MAGAZINES

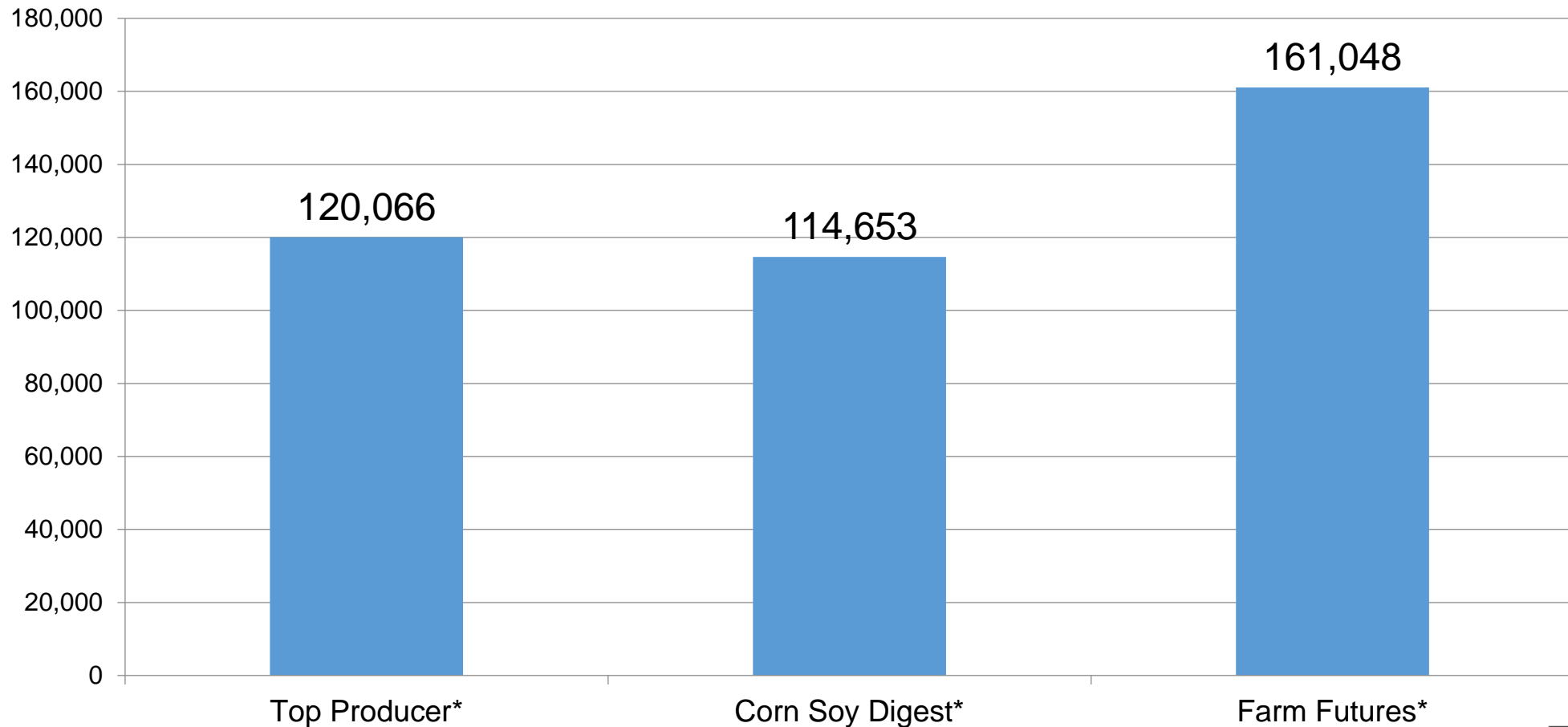
January–December 2017



FIELD SERVED

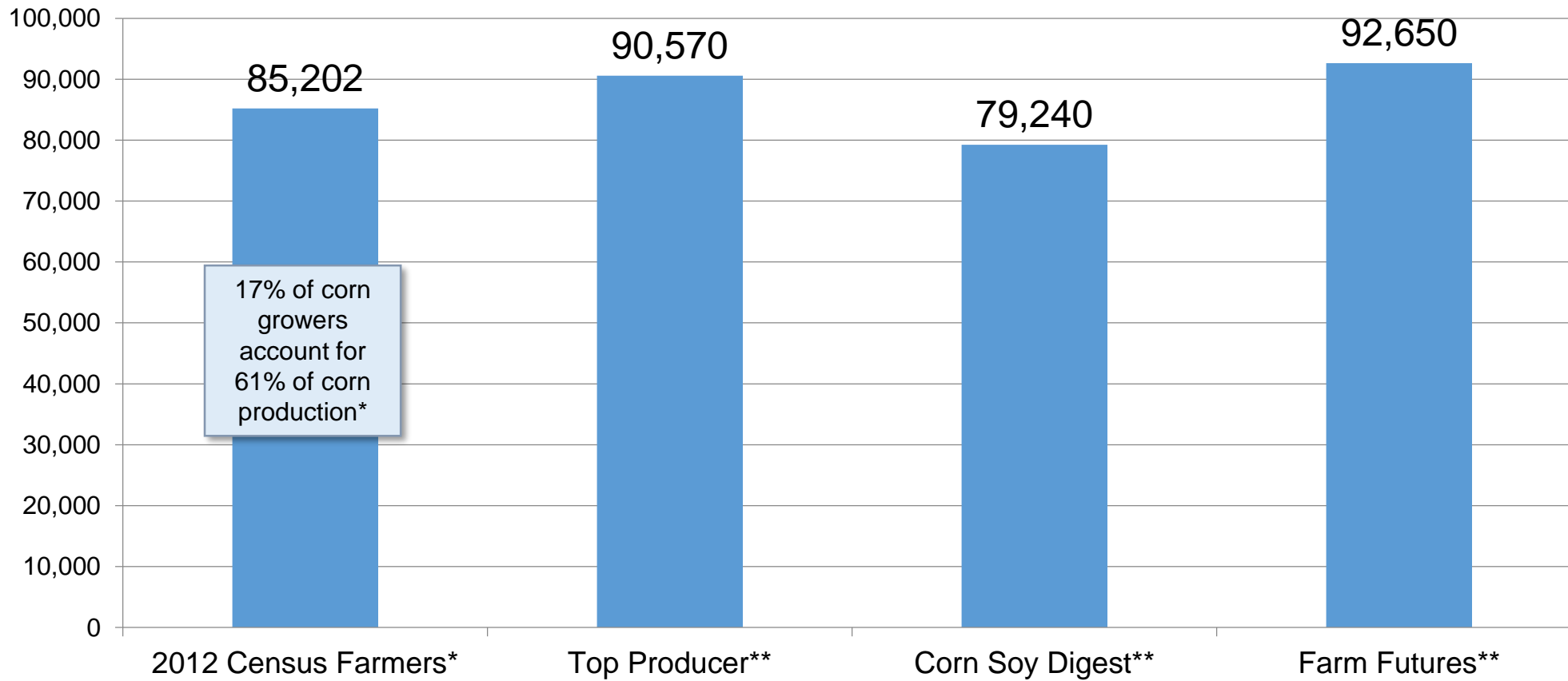
- **Top Producer**
 - Operators, owners and managers of commercial farms who meet one or more of the following criteria: 500 or more acres of corn or soybeans, 1,000 or more acres of wheat, cotton, sorghum, sunflowers, canola, peanuts, potatoes, beets, dry beans, oats, barley, rye or 1,000 or more combined acres of hay, alfalfa. Consultants also qualify.
- **Corn Soybean Digest**
 - Serves farmers who grow 250 or more acres of soybeans or corn or 500 or more acres of wheat; members of the American Soybean Association; and others allied to the field
- **Farm Futures**
 - Serving the business, production and professional needs of owners, operators, and managers of farms and ranches meeting one or more of the following criteria: \$250,000 annual farm income; 250 or more acres of corn, soybeans, cotton; 500 or more acres of wheat.

TOTAL CIRCULATION BUSINESS MAGAZINES



BUSINESS MAGAZINES

500+ Acre Corn

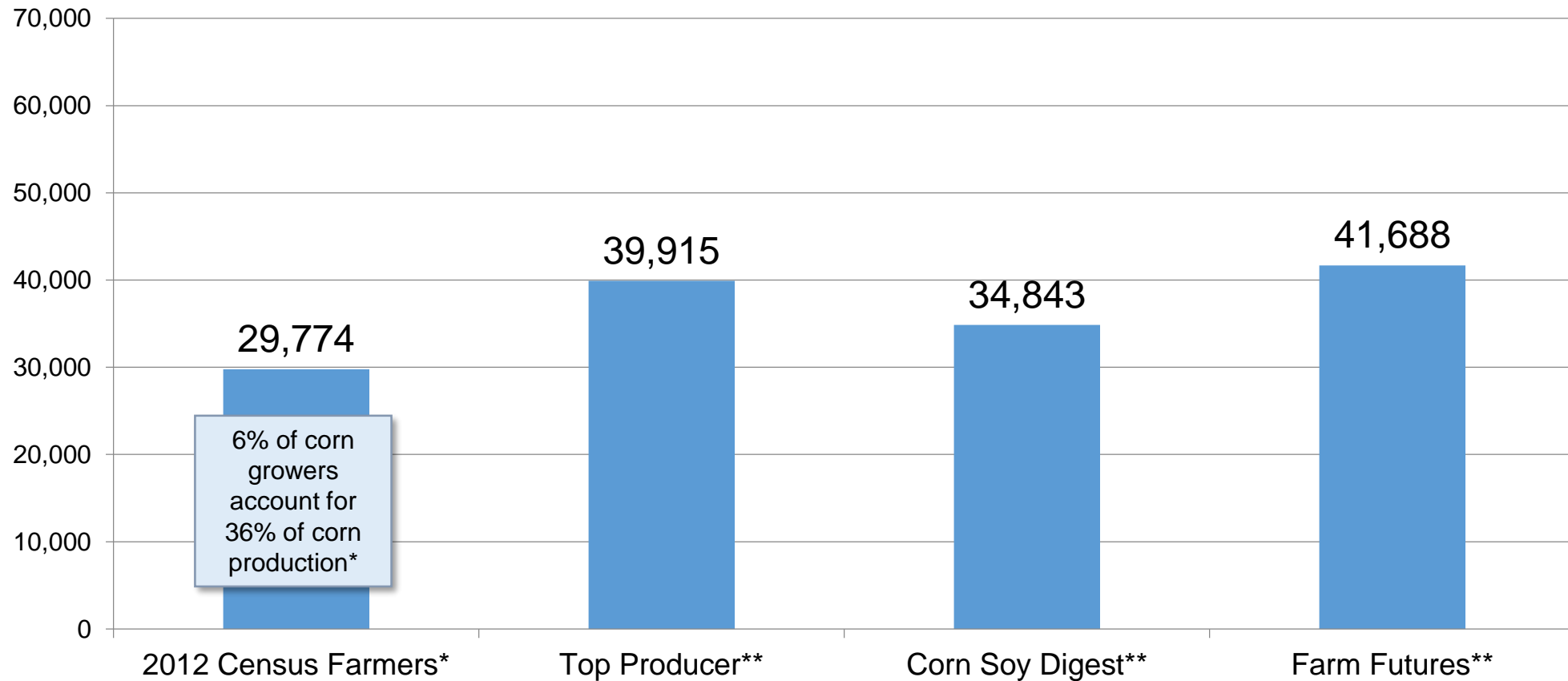


*Source: 2012 Census of Agriculture – farms (50,119) x average decision makers per farm (1.70)

**Source: AAM June 2018 Publisher's Statement, subject to audit

BUSINESS MAGAZINES

1,000+ Acre Corn

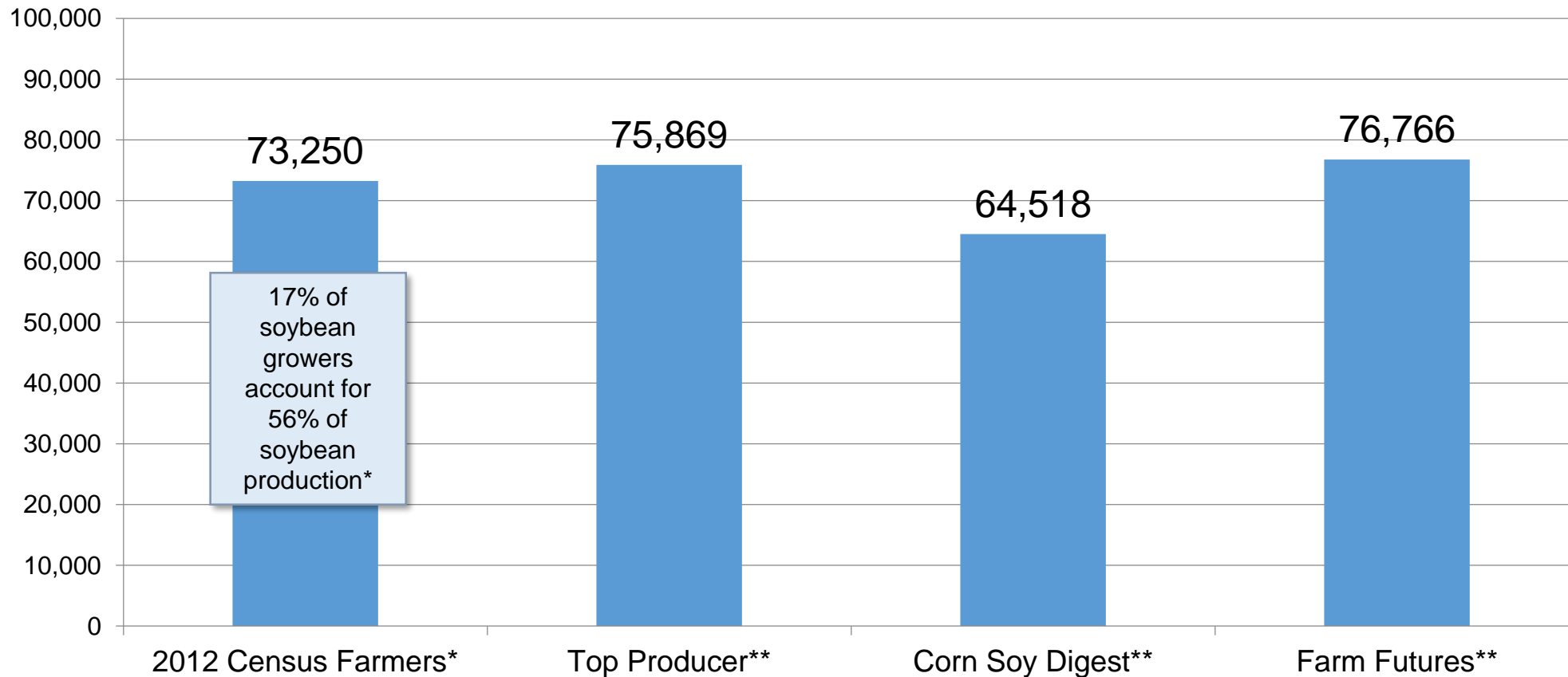


*Source: 2012 Census of Agriculture – farms (17,514) x average decision makers per farm (1.70)

**Source: AAM June 2018 Publisher's Statement, subject to audit

BUSINESS MAGAZINES

500+ Acres Soybeans

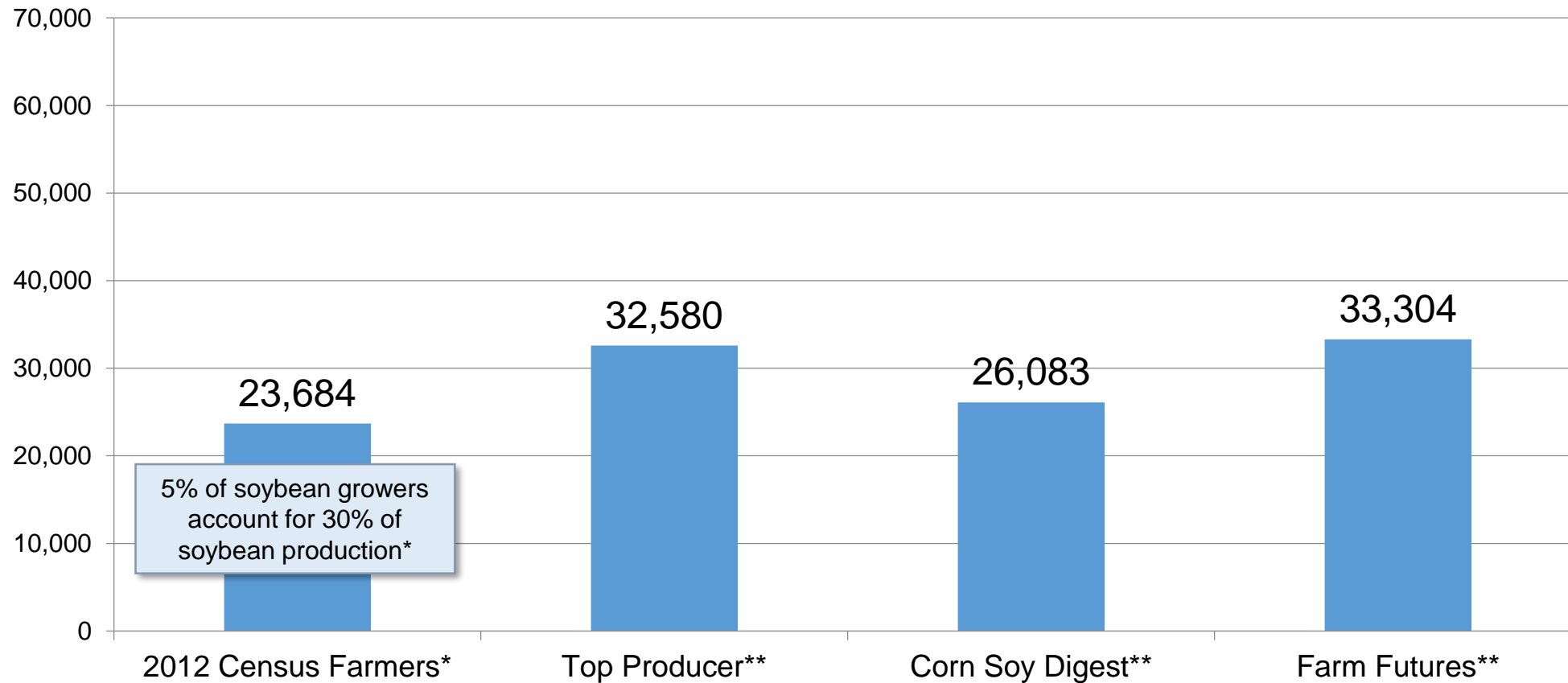


*Source: 2012 Census of Agriculture – farms (43,088) x average decision makers per farm (1.70)

**Source: AAM June 2018 Publisher's Statement, subject to audit

BUSINESS MAGAZINES

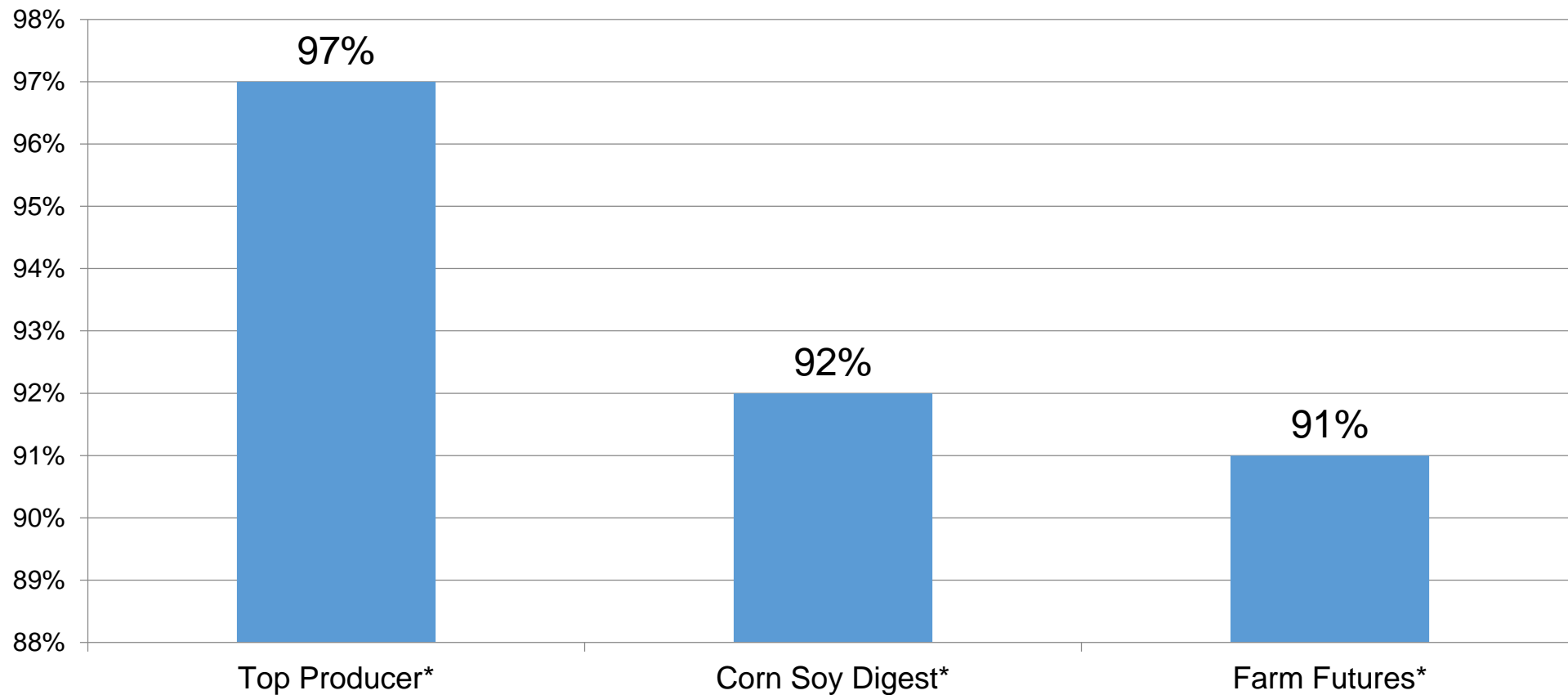
1,000+ Acres Soybeans



*Source: 2012 Census of Agriculture – farms (13,932) x average decision makers per farm (1.70)

**Source: AAM June 2018 Publisher's Statement, subject to audit

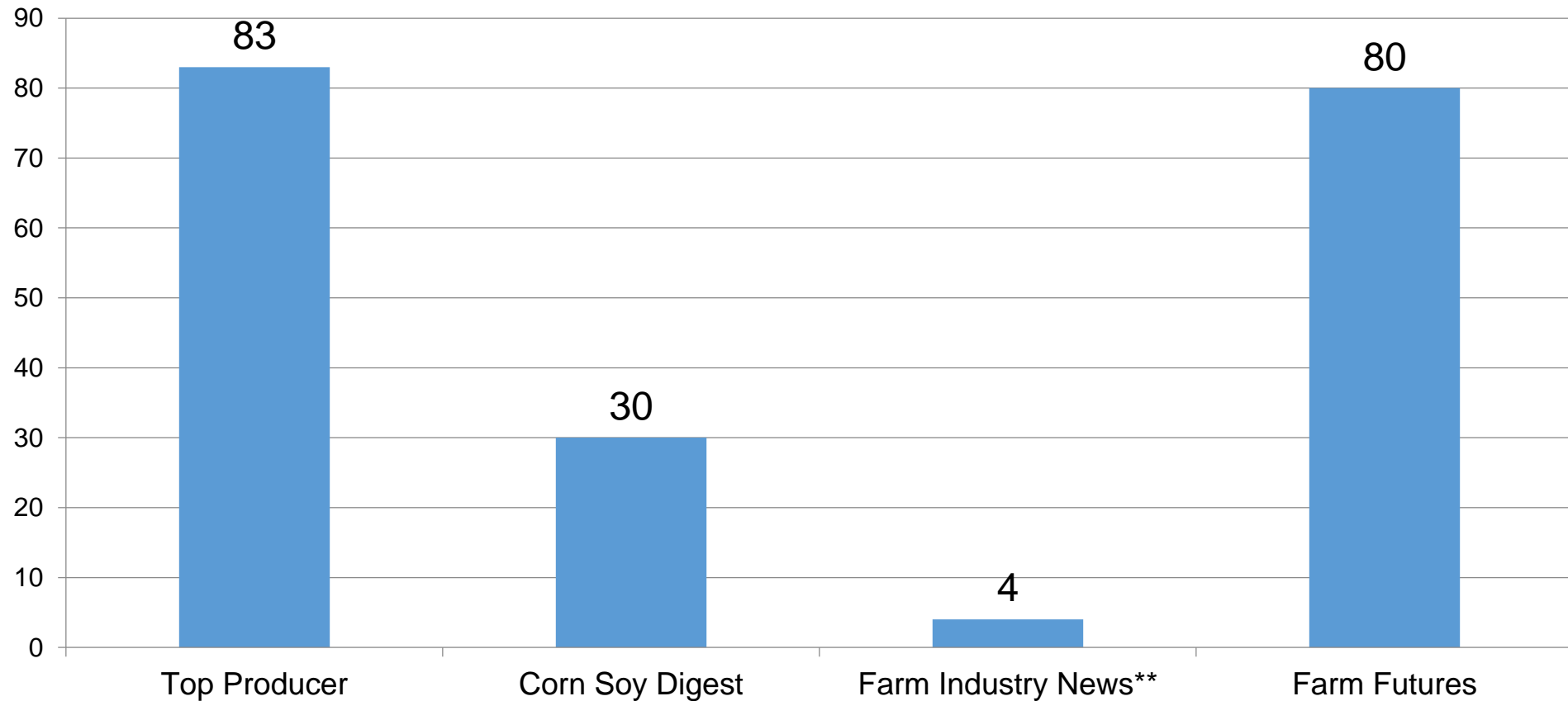
% TOTAL CIRCULATION OWNS/OPERATES A FARM BUSINESS MAGAZINES



TOTAL STAFF AND EXPERT BYLINE PAGES

BUSINESS MAGAZINES

January–December 2017



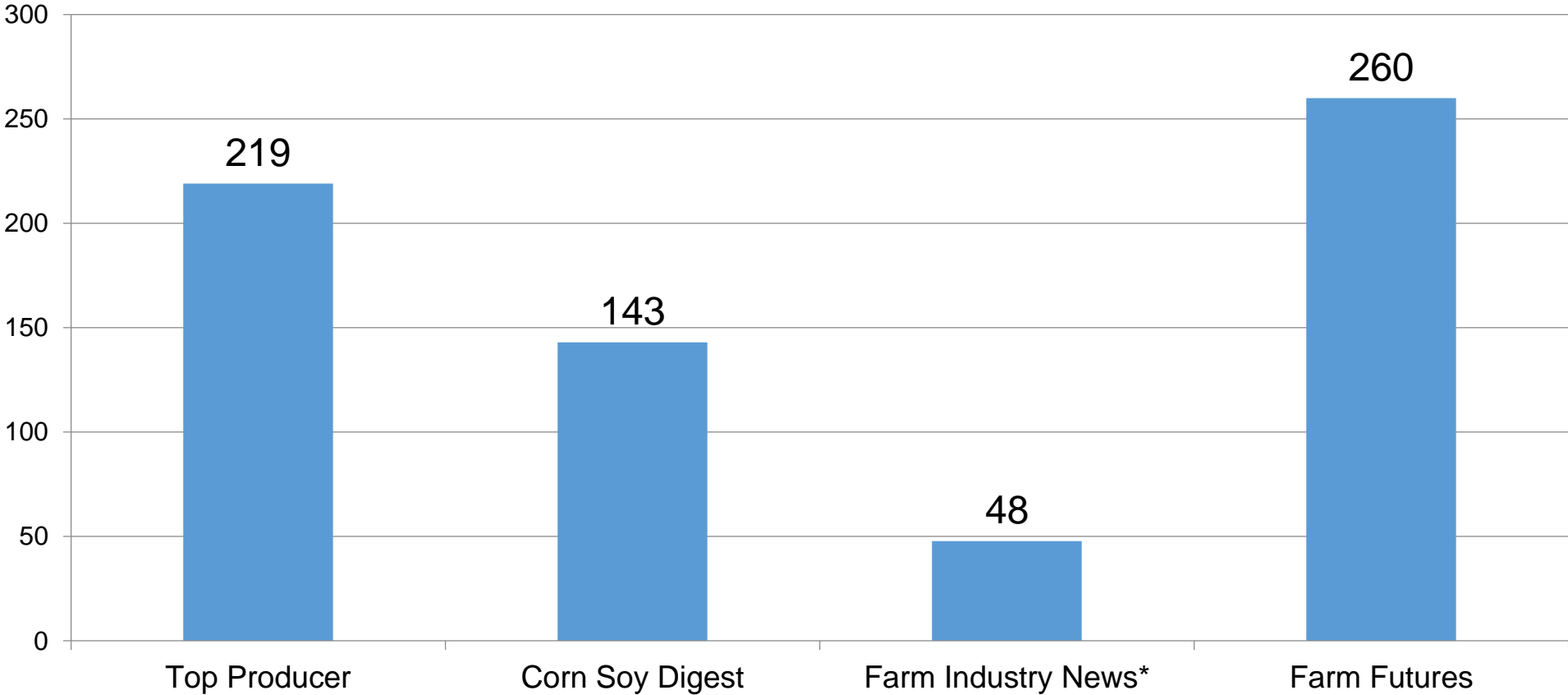
Source: Farm Journal Media Audit

*Source: Farm Industry News discontinued May 2017

TOTAL CROP RELEVANT PAGES

BUSINESS MAGAZINES

January–December 2017

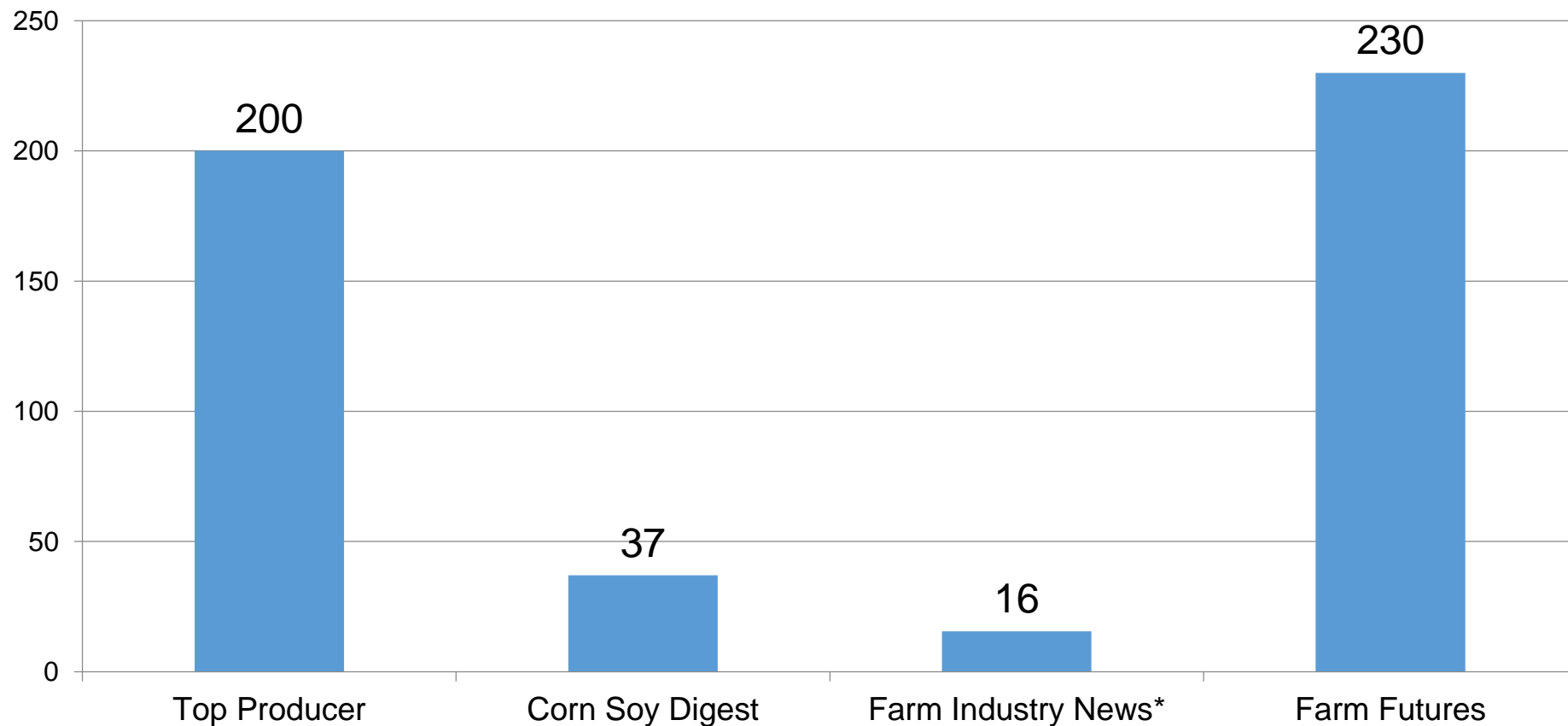


Source: Farm Journal Media Audit

*Source: Farm Industry News discontinued May 2017



TOTAL MANAGEMENT/FINANCE/MARKETING PAGES BUSINESS MAGAZINES January– December 2017



Source: Farm Journal Media Audit

*Source: Farm Industry News discontinued May 2017