

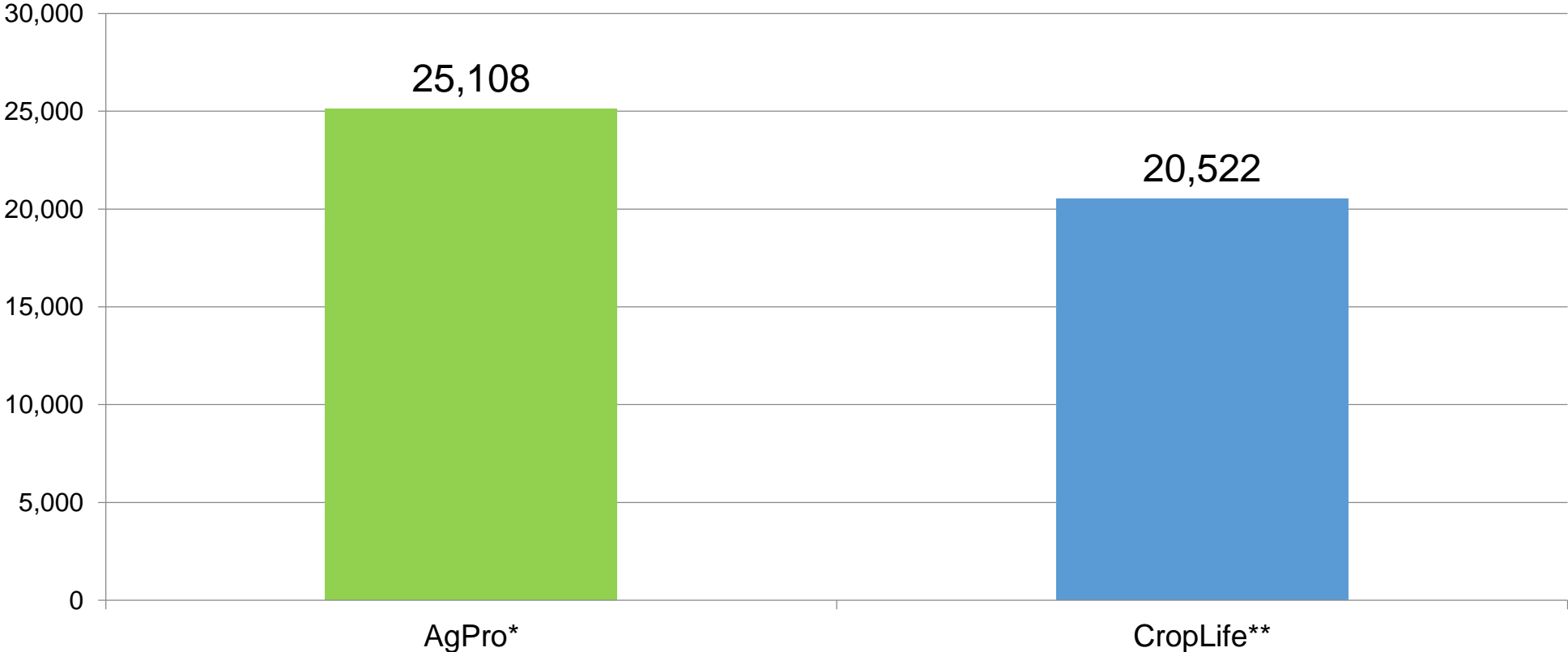
Agriculture Media Planning Guide Retailer

January 2018

FIELD SERVED

- AgPro*
 - Serves retailers/dealers and distributors of crop inputs; independent crop consultants; professional farm managers; fertilizer, pesticides, seed and equipment manufacturers; custom applicators; extension services; academic/research; and Certified Crop Advisers (CCAs).
- Crop Life**
 - A B2B brand intended for individuals with broad-based interests in crop protection and crop input industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round up and special features.

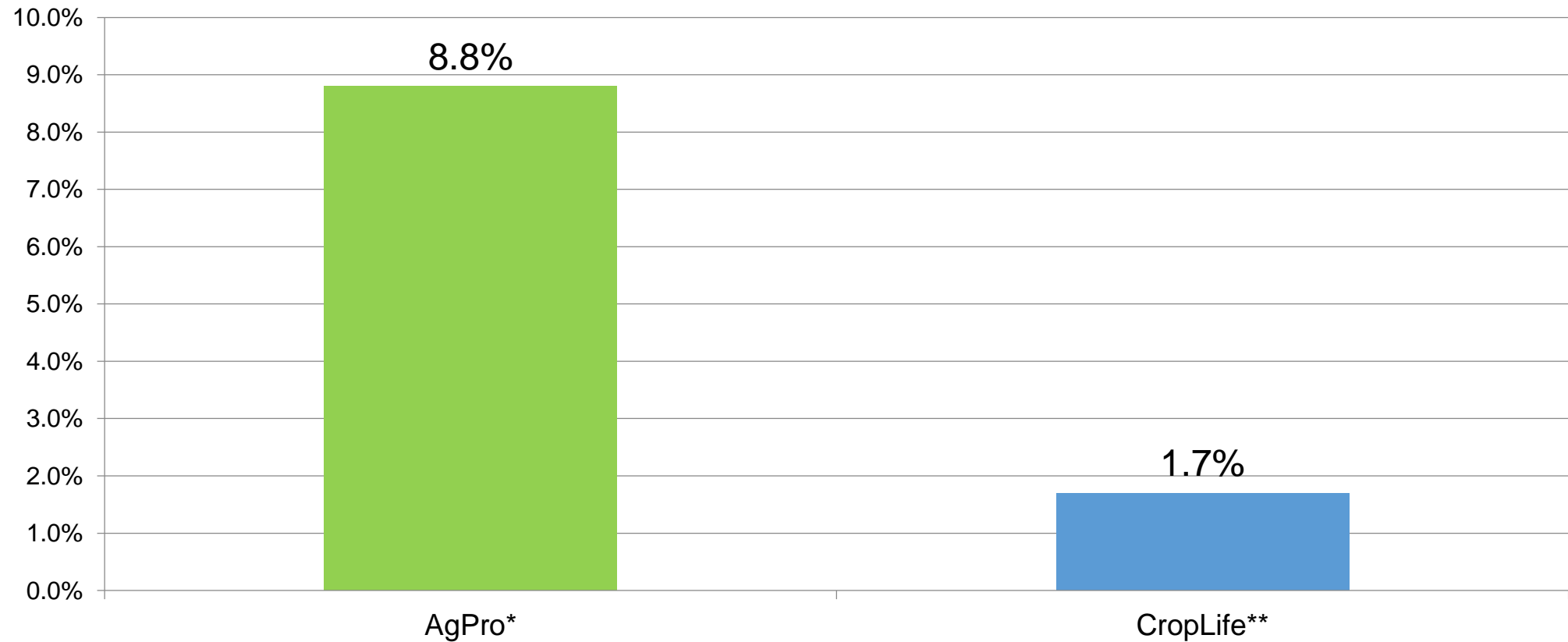
TOTAL CIRCULATION



Source: *AAM June 2017 Publisher's Statement.
** BPA Worldwide June 2017 Publisher's Statement.

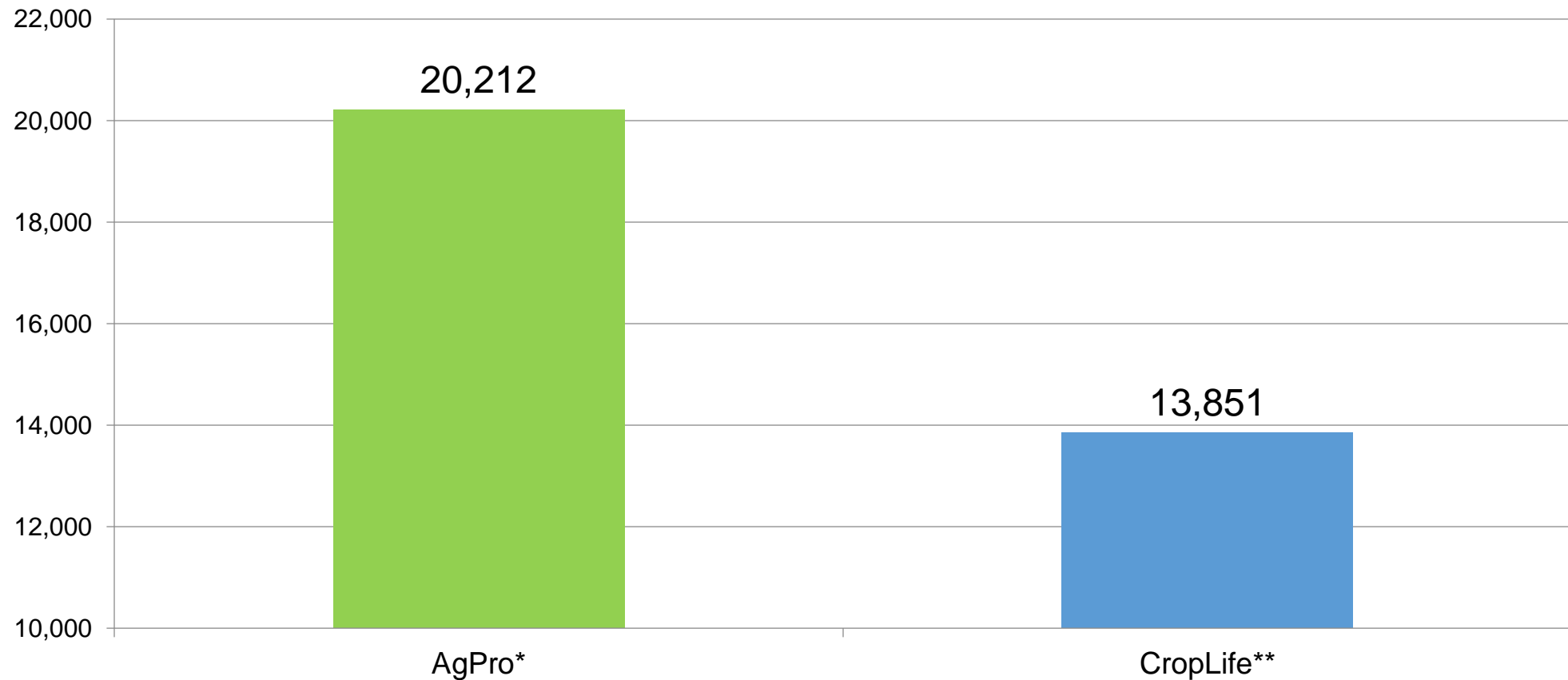
% CIRCULATION GROWTH

June 2012 – June 2017



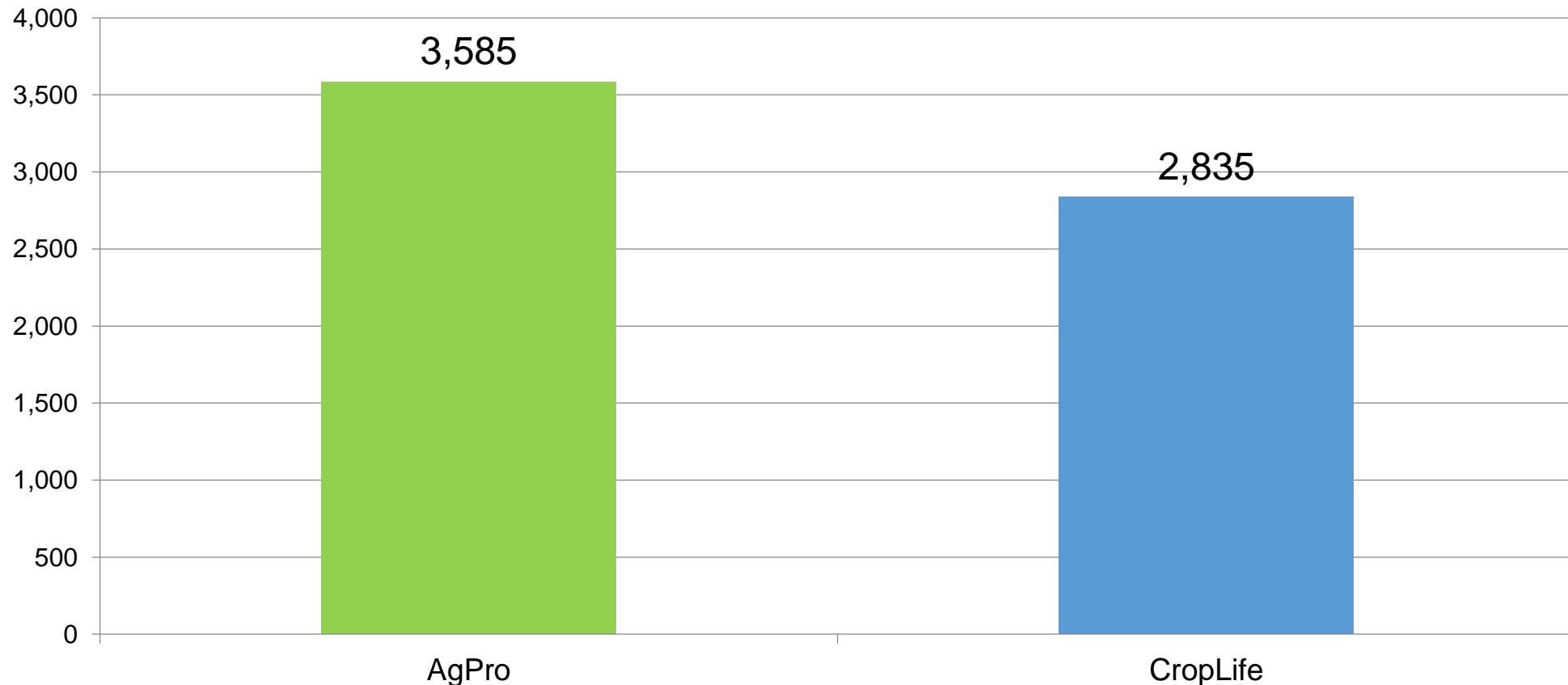
Source: *AAM June 2017 Publisher's Statement.
** BPA Worldwide June 2017 Publisher's Statement.

RETAILER CIRCULATION



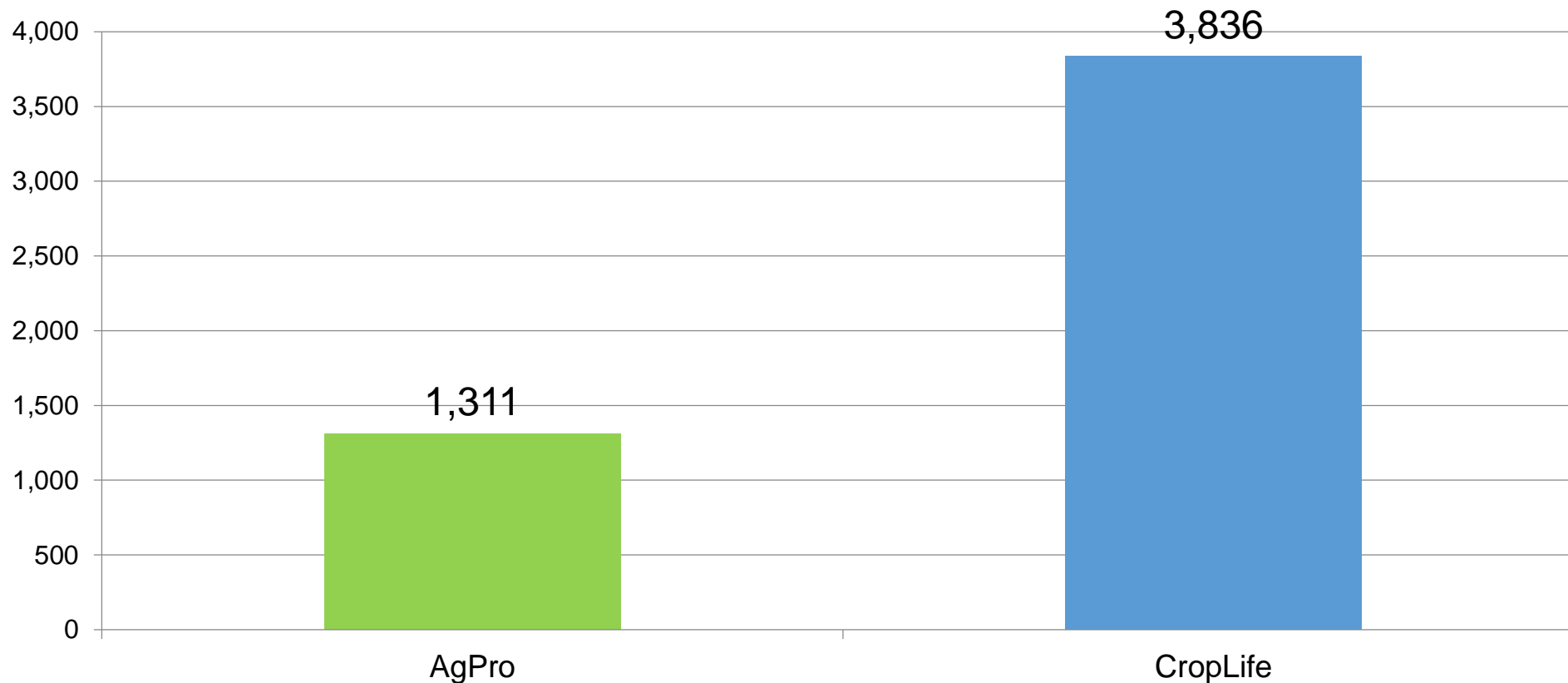
Source: *AAM June 2017 Publisher's Statement.
** BPA Worldwide June 2017 Publisher's Statement.

CROP CONSULTANTS, PCAS, FARM MANAGERS, EXTENSION, OTHERS ALLIED TO THE FIELD



Source: *AAM June 2017 Publisher's Statement.
** BPA Worldwide June 2017 Publisher's Statement.

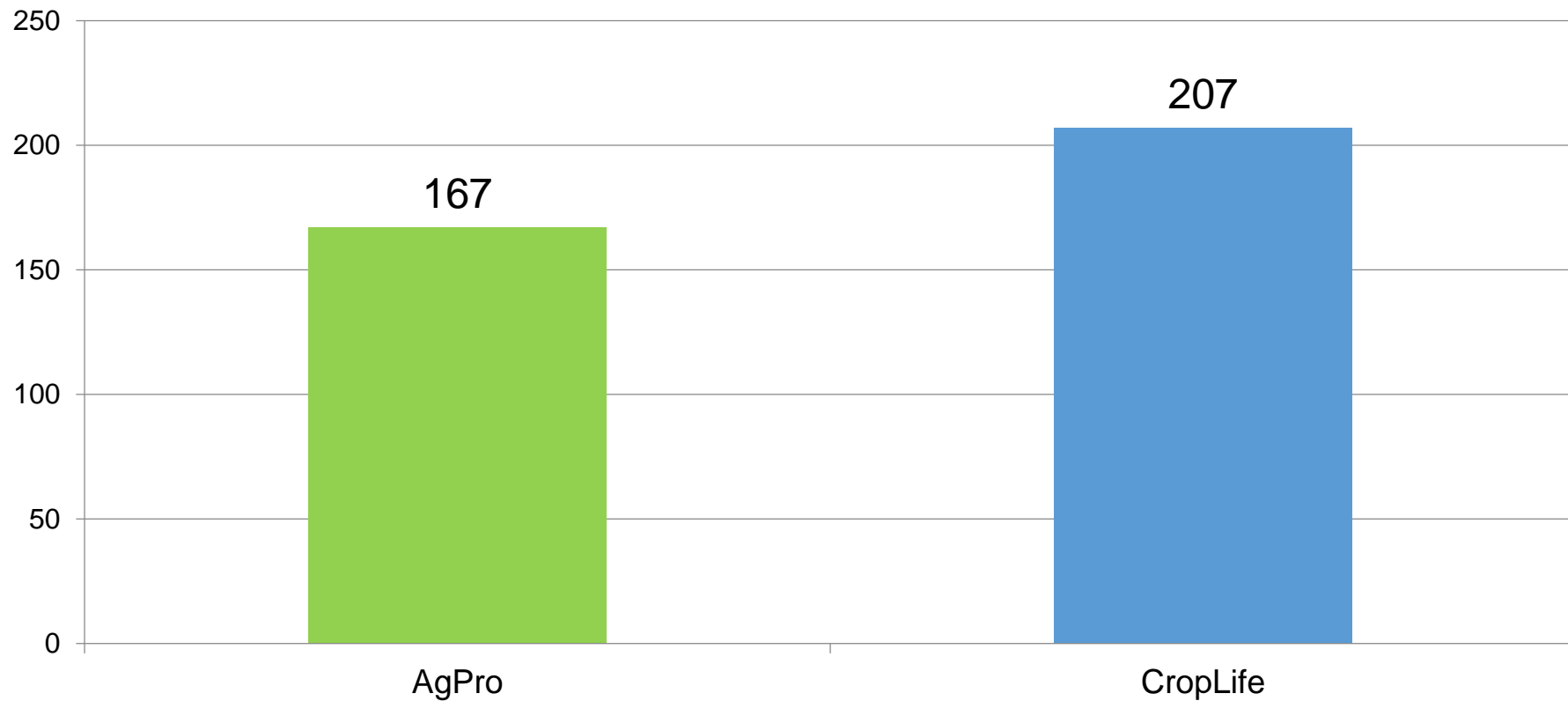
MANUFACTURERS OF FERTILIZERS, PESTICIDES, SEED & EQUIPMENT



Source: *AAM June 2017 Publisher's Statement.
** BPA Worldwide June 2017 Publisher's Statement.

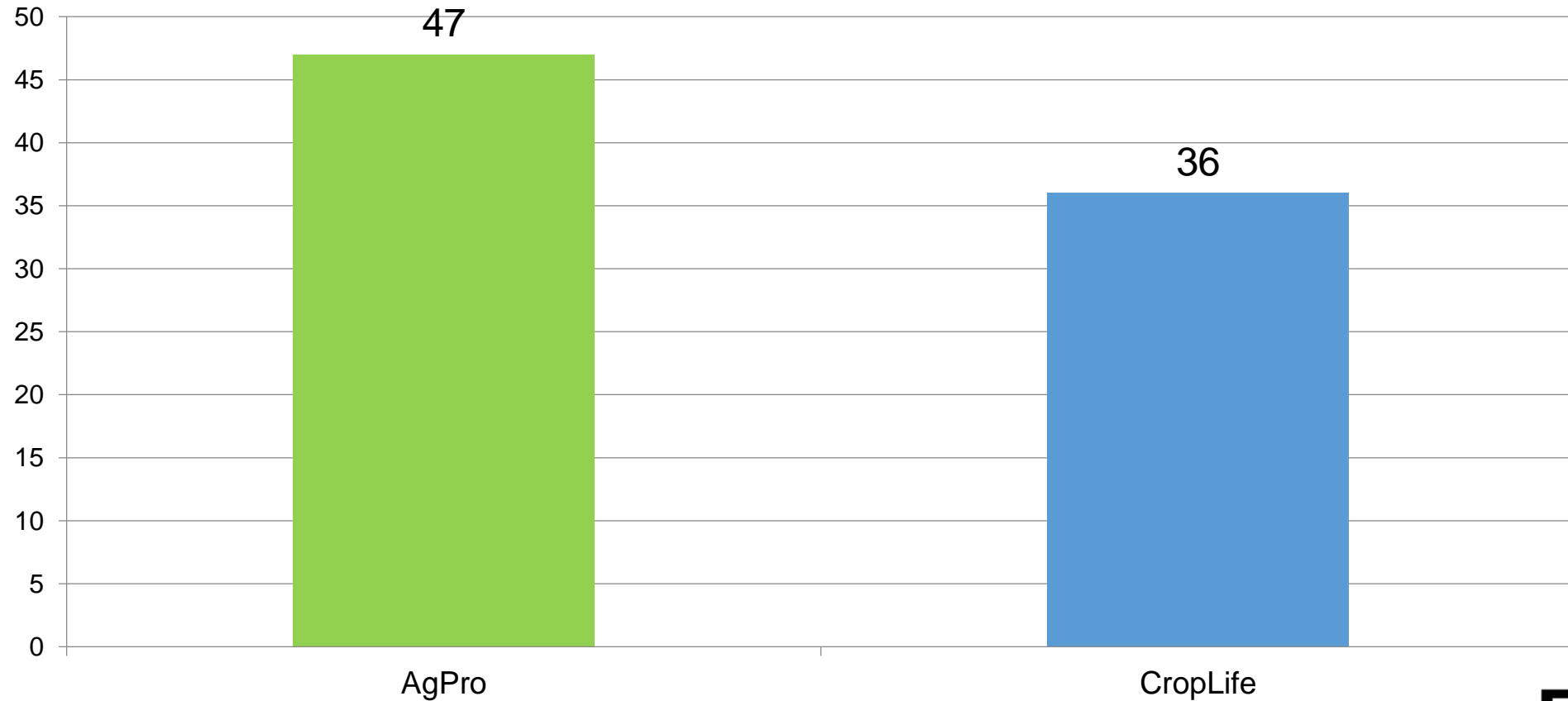
TOTAL STAFF AND EXPERT BYLINE PAGES RETAILER MAGAZINES

Jan – Dec 2017



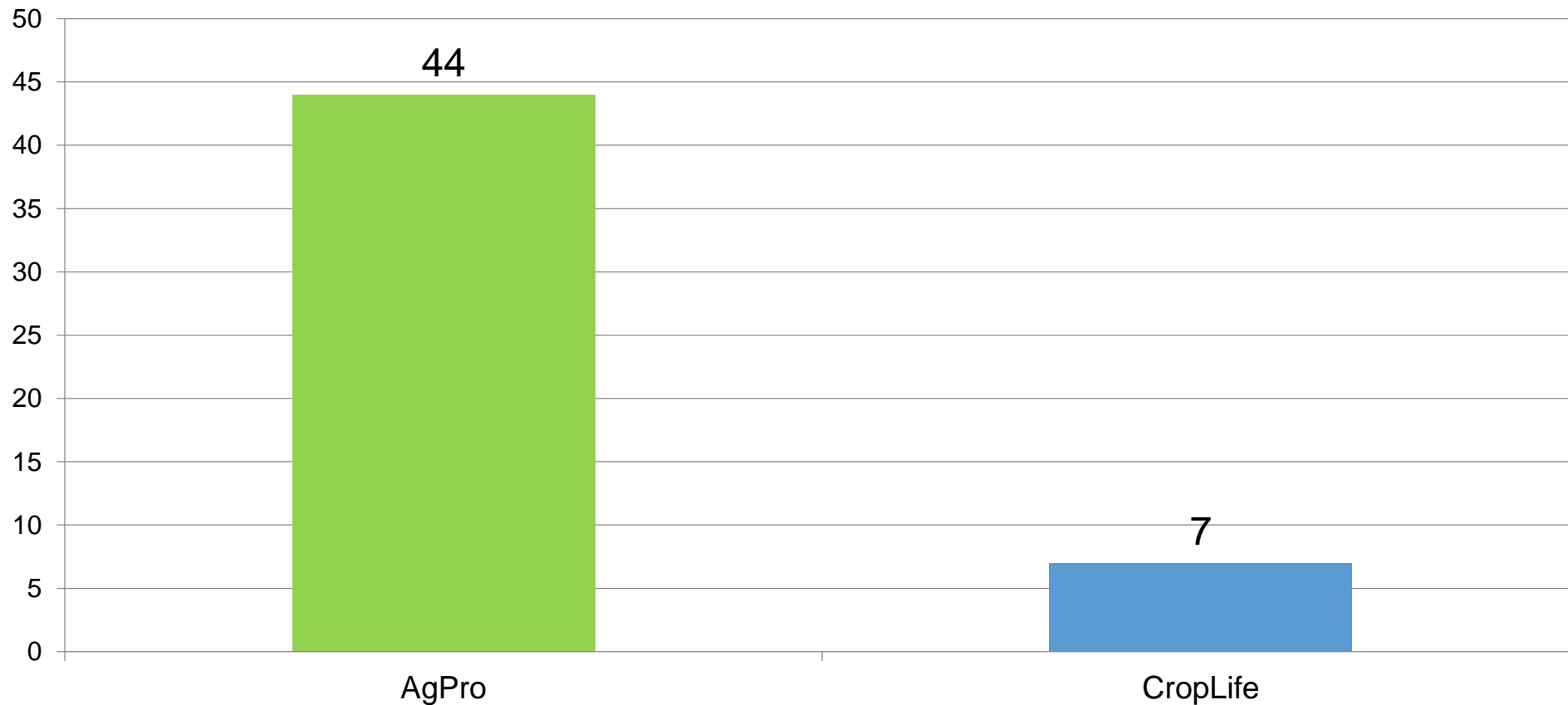
TOTAL ISSUES/TRENDS PAGES RETAILERS MAGAZINES

Jan – Dec 2017



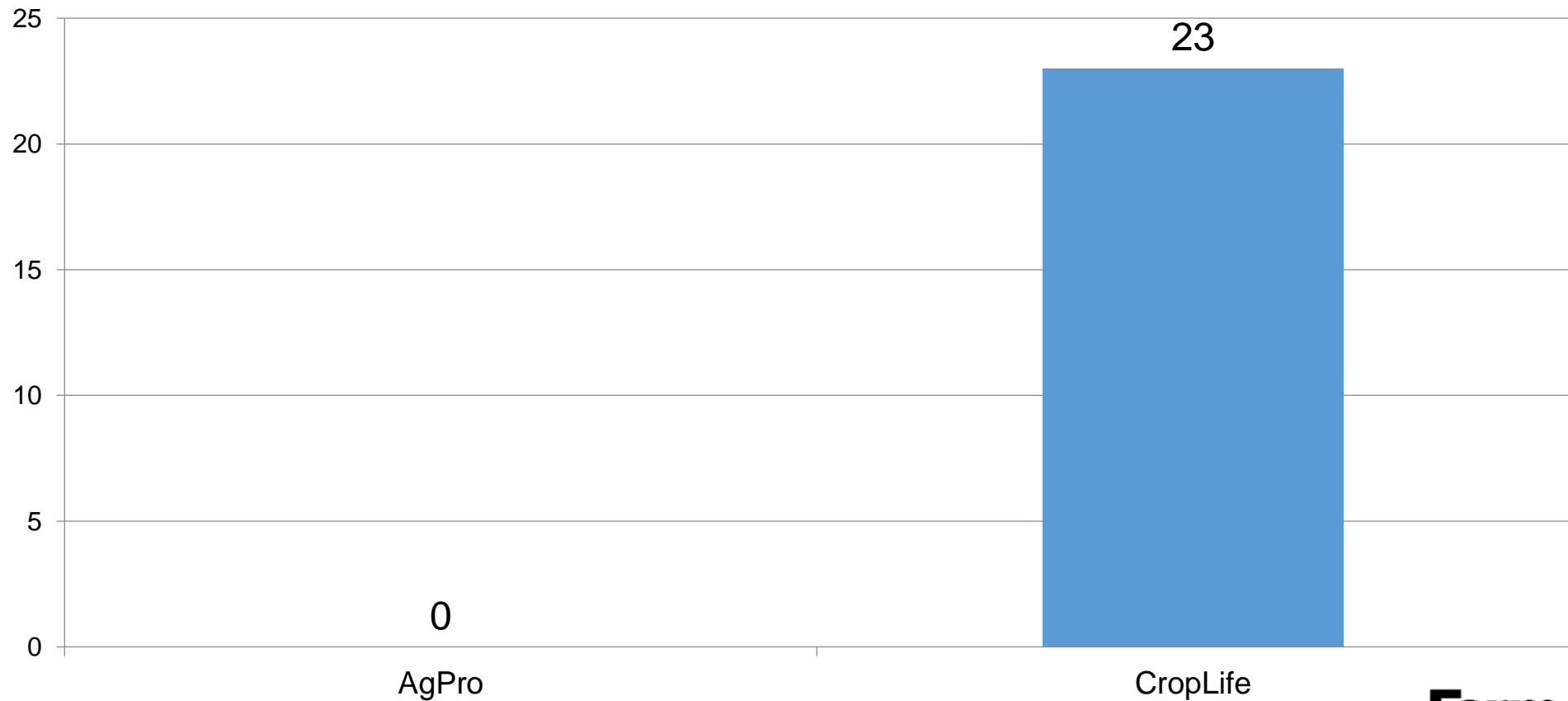
TOTAL ASSOCIATION PAGES RETAILERS MAGAZINES

Jan – Dec 2017



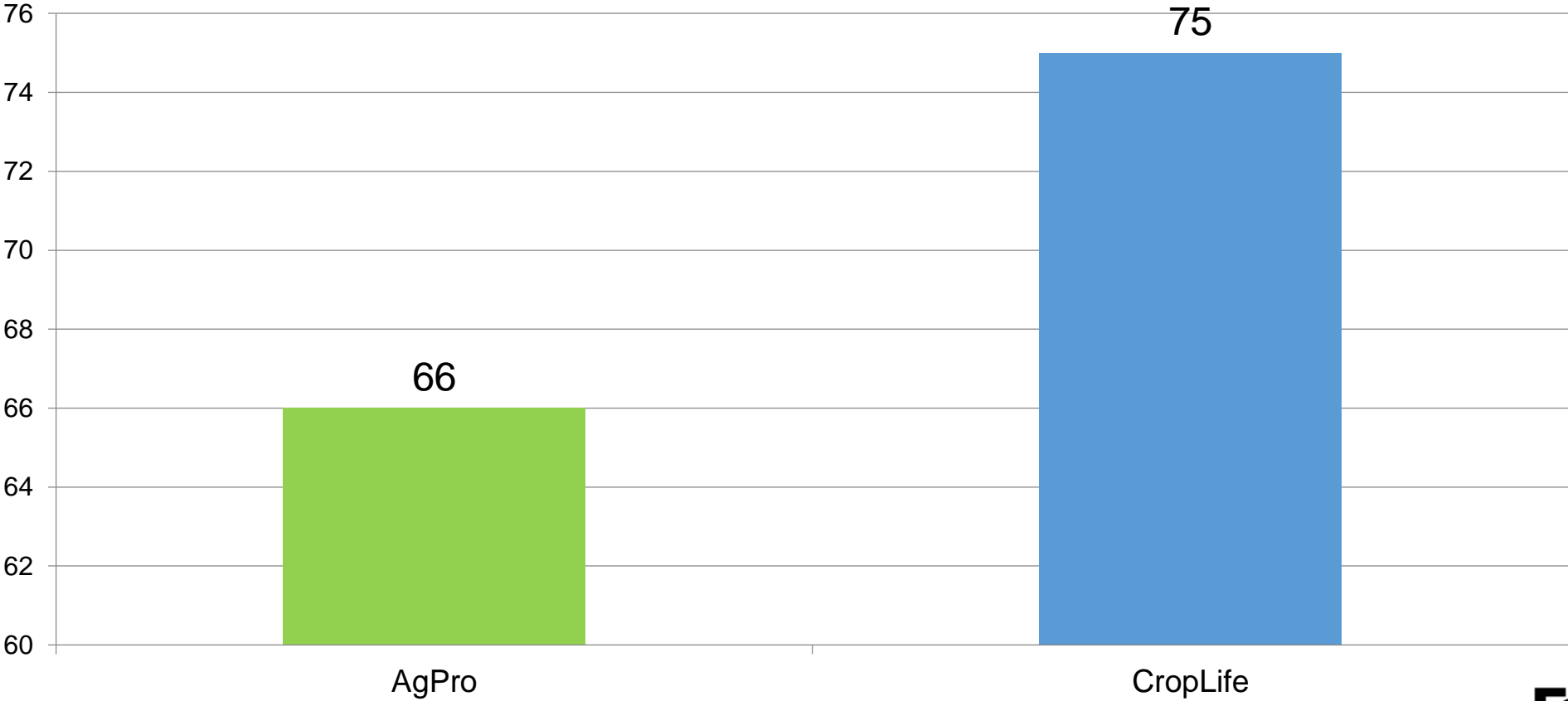
TOTAL CONTENT WRITTEN BY ADVERTISERS PAGES RETAILERS MAGAZINES

Jan – Dec 2017



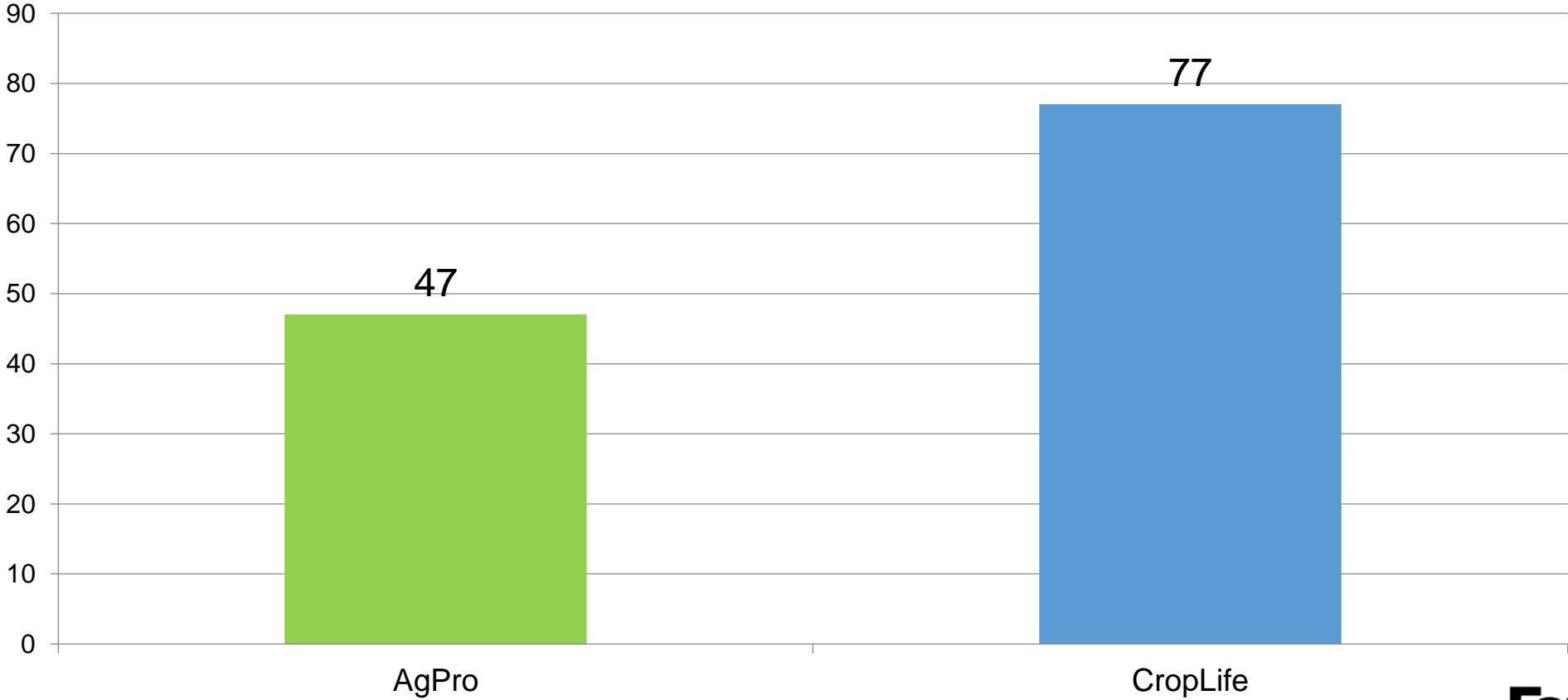
TOTAL AGRONOMY PAGES RETAILERS MAGAZINES

Jan – Dec 2017



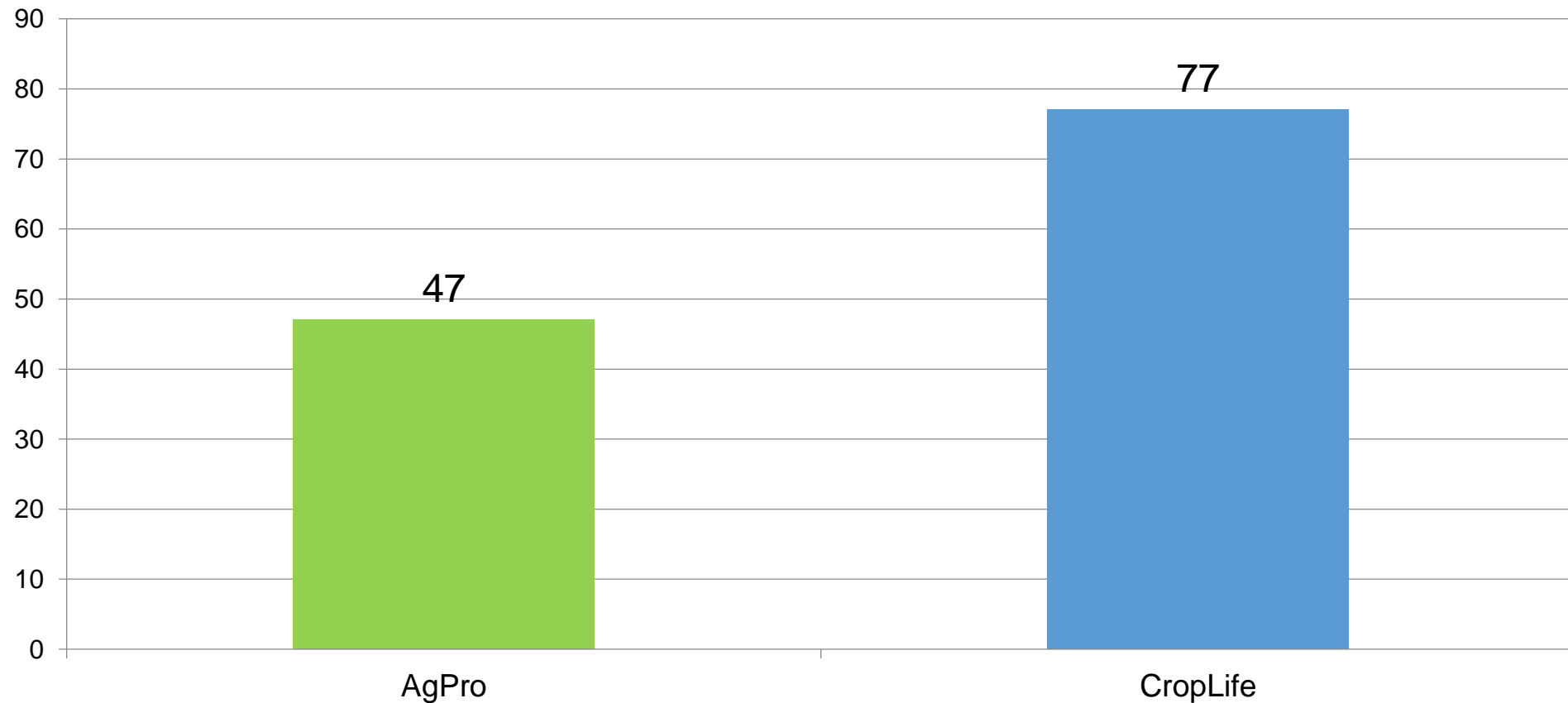
TOTAL BUSINESS PAGES RETAILER MAGAZINES

Jan – Dec 2017



TOTAL TECHNOLOGY/MACHINERY PAGES RETAILER MAGAZINES

Jan – Dec 2017



TOTAL LETTERS TO EDITOR AND PHOTO GALLERY PAGES RETAILER MAGAZINES

Jan – Dec 2017

