

Editorial Calendar*

| | PRINT | DIGITAL | BROADCAST | EVENTS | RESEARCH |
|---------------------|--------------|---------------|-----------|--|---|
| | CLOSING DATE | MATERIALS DUE | MAIL DATE | EDITORIAL CONTENT | |
| JAN | 11/27/17 | 12/7/17 | 1/9/18 | <ul style="list-style-type: none"> • Help Customers Break Stubborn Yield Barriers • Try These Tech Tools To Improve Efficiency | <ul style="list-style-type: none"> • Announcing The AgPro 2017 Retailer Of The Year • Retailers Evaluate the Consolidation Of Agribusiness |
| FEB | 12/28/17 | 1/9/18 | 2/6/18 | <ul style="list-style-type: none"> • Put Precision Ag To Work In Customers' Fields • 2017 New Product Of The Year Award Announced • Evaluate The Regulatory Outlook for 2018 [Sequenced with February Top Producer] | <ul style="list-style-type: none"> • Check Out These Weed-Control Strategies [Sequenced with Mid-Feb Farm Journal] |
| MAR | 1/29/18 | 2/7/18 | 3/6/18 | <ul style="list-style-type: none"> • Consider Your Machinery Fleet Investment Payback • Here's How Technology Transforms Ag Retail [Sequenced with March Top Producer] | <ul style="list-style-type: none"> • Ag Consultant Of The Year Takes Center Stage • Crop Fertility Quarterly |
| APR | 2/27/18 | 3/9/18 | 4/10/18 | <ul style="list-style-type: none"> • AgPro Announces Its Retailer Salary Survey Results • Try Today's Tools To Improve Customer Retention | <ul style="list-style-type: none"> • Application Technologies That Help Your Bottom Line • Put Our Facilities Product Guide To Work |
| MAY/ JUN | 4/13/18 | 4/25/18 | 5/29/18 | <ul style="list-style-type: none"> • Harness These Nutrient Management Strategies [Sequenced with June Farm Journal] | <ul style="list-style-type: none"> • The Future Of Biopesticides Is Here • Solid Steps For Employee Recruitment and Retention • Crop Fertility Quarterly |
| JUL/ AUG | 6/18/18 | 6/29/18 | 7/31/18 | <ul style="list-style-type: none"> • Train For Success With These How-To Steps [Sequenced with Summer Top Producer] • Pencil Out Your ROI On Infrastructure Investments | <ul style="list-style-type: none"> • VRT Fertilizer Advancements Available Now • MAGIE Pre-Show Guide |
| SEP | 7/24/18 | 8/6/18 | 9/4/18 | <ul style="list-style-type: none"> • Special Issue: 2018 Seed Guide • Build Business with Value-Added Sales | <ul style="list-style-type: none"> • Crop Fertility Quarterly • Buyers Guide |
| OCT | 8/29/18 | 9/7/18 | 10/9/18 | <ul style="list-style-type: none"> • Latest Trends in Soil Fertility Analysis • Build Partnerships For Precision Ag Payoff [Sequenced with Mid-October FJ] | <ul style="list-style-type: none"> • MAGIE Show Recap • ARA Expo Guide <p>Readex study for qualified advertisers</p> |
| NOV | 9/26/18 | 10/8/18 | 11/6/18 | <ul style="list-style-type: none"> • State Regulations To Watch for National Implications • Sales Strategies To Increase Customer Loyalty | <ul style="list-style-type: none"> • Focus On Safety: It's Good for Business • How Big Data Changes The Retail Industry |
| DEC | 10/24/18 | 11/6/18 | 12/4/18 | <ul style="list-style-type: none"> • Create A Toolkit For Next Year's Success • Farm Manager Of The Year Takes Center Stage | <ul style="list-style-type: none"> • AgPro Announces The 2018 New Product of the Year • Crop Fertility Quarterly |

*Tentative content and publishing schedule subject to change.