

America's most Recognized and Awarded Agriculture Magazine

The PROGRESSIVE FARMER

2014 Reach National Circulation of 530,000
Crop Demo Circulation of 260,000



Frequency Published 14x in 2014: Winter, February, Mid-February, March, April, May, June, July, August, September, October, November, Mid-November and December. *SIP issues also available, timing TBD

Editorial Overview Your Farm. Your Land. Your Life. In each issue we strive to improve our reader lives financially while helping them deal with issues surrounding their biggest investment—their LAND—with articles on land prices, land use, conservation, and legal issues related to land ownership. We focus on the details of operating a successful FARM by covering subjects such as marketing, management, crop and livestock production, and equipment. We also help them with the day to day issues farm families face through our articles related to their LIFE such as estate planning, farm kids activities, inheritance issues and safety.

Special Editorial CattleLink: A special, beef-focused section reaching 260,000 of the nation's largest cattle producers
Frequency: 12x in 2014 - Winter, February, March, April, May, June, July, August, September, October, November and December.

Irrigation Extra: A special section with articles highlighting irrigation and new irrigation procedures.
Timing: 3X in 2014 - Winter, February, and December.

America's Best Young Farmer & Rancher: Annual profiles of winners along with a related story describing hurdles young farmers face in the farming/ranching business. Timing: February 2014

Planning for Profit: Special profit planning issue with an accompanying Digital Resource Guide.
Timing: Mid-November 2014

Audience Profile					FARM DEMOS	
	Readership		Median Age			
	National Circ	530,000	Median HHI	\$143,000	1+ acre corn producers:	340,190
	South Circ	260,000	Homeowners	96%	1+ acre soybeans producers:	292,152
	Midwest Circ	270,000	Own 3+ acres	80%	1+ acre wheat producers:	283,450
	Male	90%	Own 1+ Automobiles	99%	1+ acre cotton producers:	38,565
	Female	10%	Own an ATV	54%	1+ head of beef cattle:	263,638

Source: The Progressive Farmer Prototype/MRI Doublebase Fall 2006; PF Feb. 09 Issue Reading Survey

Services Advertisers have access to reader response mechanisms and ink jet capabilities.
Progressive Insight offers full service database management as well as relationship marketing services including list rental of a 1.2 million name database.