

# YOUR EDITORIAL ADVANTAGE

## with *The Progressive Farmer*

### Readers and advertisers are real winners

Winning awards is great for The Progressive Farmer and DTN team, but the real winners are readers and advertisers who benefit from an engaging, well-designed magazine, Web, and satellite properties that deliver relevant content to a diverse audience.

DTN/The Progressive Farmer wins big at the 2013 American Agricultural Editor's Association Awards — again, for the sixth straight year.

#### TOTAL COMPETITOR'S AWARDS WON

DTN/The Progressive Farmer	22
Western Producer	17
Successful Farming	13
Farm Journal Media	7



We provide **UNPARALLELED** editorial quality...

## Wait, there's more...

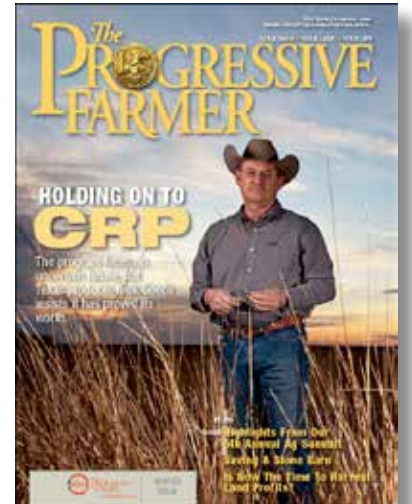
### 2012 International Federation of Agricultural Journalists Yara Award

1st Place - DTN/The Progressive Farmer  
September 2012 - Food Security Package  
Theme: Sustainable Agriculture Reporting

### 2012 Ruth White Media Award

Gregg Hillyer - Editor-in-Chief  
DTN/The Progressive Farmer

Presented annually to members of the media for their distinguished service to agricultural chemicals and MACA activities



### OUR EDITORIAL CONTENT HELPS READERS TO:

- Manage Risk and Protect Profits
- Secure Better Prices
- Gain Industry Insight
- Efficiently plan for the future

We're setting the standard for our advertisers and our readers

# EDITORIAL AWARDS



## 2013 AAEEA AWARDS



- ▶ 4 First Place Awards
- ▶ 8 Second Place Awards
- ▶ 6 Third Place Awards
- ▶ 3 Honorable Mention Awards
- ▶ Story of the Year

DTN/The Progressive Farmer sweeps the 2013 American Agricultural Editor's Association Awards **AGAIN.**

Digital Media Awards — 1 award

### Blogs

- 1st Pamela Smith – DTN/The Progressive Farmer, “Production Blog”

Photography — 5 awards

### Pictorial

- 2nd Jim Patrico, DTN/The Progressive Farmer

### Photo Story/Photo Sequence or Photo Essay

- 2nd Jim Patrico, DTN/The Progressive Farmer

### Livestock

- HM Jim Patrico, DTN/The Progressive Farmer

### Crops

- HM Tom Dodge, DTN/The Progressive Farmer

### Unpublished Photo

- HM Karl Wolfshohl, DTN/The Progressive Farmer

Design — 6 awards

### Opening Page or Spread Design - Commercial

- 3rd Brent Warren, DTN/The Progressive Farmer

### Special Editorial Section Design

- 1st Donovan Harris, Brent Warren, DTN/The Progressive Farmer  
2nd Donovan Harris, Brent Warren, DTN/The Progressive Farmer

### Overall Magazine Design, Commercial

- 2nd Donovan Harris, DTN/The Progressive Farmer

### Advertorial – Multi-Page or Special Section

- 2nd Dan Miller, Donovan Harris – Yamaha, Repair and Refit

### Media Materials/Kit

- 3rd DTN/The Progressive Farmer, Connect all season long

Writing — 10 awards

### Breaking News

- 1st Katie Micik, DTN/The Progressive Farmer, “Dairy cow not in food chain”

### Economics & Management

- 2nd Des Keller, DTN/The Progressive Farmer, “Keeping a Brother's Trust”

### Humorous Article

- 3rd Chris Clayton, DTN/The Progressive Farmer, “DTN Releases Forecast of 2013 News Events”

### On-Farm Production

- 3rd Dan Miller, DTN/The Progressive Farmer, “Where the Water Runs Clean”

### Personality Profile

- 1st Jim Patrico, DTN/The Progressive Farmer, “Hobby Out of Control”  
2nd Joe Link, DTN/The Progressive Farmer, “Still Farming After 240 Years”

### Regular Column

- 2nd Pamela Smith, DTN/The Progressive Farmer, “Trees Tug at the Heartstrings”

### Team Story

- 1st Dan Miller, Karl Wolfshohl, DTN/The Progressive Farmer, “America's Best Young Farmers and Ranchers 2013”  
3rd Dan Miller, Karl Wolfshohl, Boyd Kidwell, Charles Johnson, Tom Dodge, DTN/The Progressive Farmer, “Yield Winners: The Boys of Summer”

Story of the Year - **Jim Patrico, DTN/The Progressive Farmer**  
“Hobby Out of Control”