The Successful Farming brand serves the diverse business, production, and family information needs of families who make farming and ranching their business.

Our passion is to help them make money, save time, and grow their satisfaction in the farming business.

Successful Farming is the founding brand of Dotdash Meredith, America’s largest digital and print publisher. First published in 1902 the content of Successful Farming has been trusted by farmers and ranchers for over 120 years.
## Successful Farming Magazine

<table>
<thead>
<tr>
<th></th>
<th>393,000</th>
<th>1.3</th>
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<tbody>
<tr>
<td><strong>Subscribers</strong></td>
<td><strong>1,600</strong></td>
<td><strong>15%</strong></td>
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<tr>
<td><strong>Audited Readers</strong></td>
<td><strong>15%</strong></td>
<td><strong>92%</strong></td>
</tr>
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<td><strong>Total Farmed Acres</strong></td>
<td><strong>203 MM</strong></td>
<td><strong>Grows Corn, Soybeans, Wheat, Hay</strong></td>
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2023 Editorial Calendar-Featured Stories

JANUARY
Ad Close: 11/17/2022 | In Mail Date: 1/3/2023
• Farmers Spur Ag Tech
• Weeds Playbook
• Endangered Species Act
• Pork Insider
• Beef Insider

FEBRUARY | THE YOUNG FARMER ISSUE
Ad Close: 12/20/2022 | In Mail Date: 2/7/2023
• Ag Tech Guru Funds Farming Empire
• Farm Boot Camps
• New Blood Needed: Young Leaders
• Living the Country Life
• Dairy Insider

MARCH
Ad Close: 1/19/2023 | In Mail Date: 3/7/2023
• Saving the Rural Electric Cooperatives
• Short Stature Puts Sizzle in Corn
• Behind the Seed
• Irrigation Insider
• Pork Insider

APRIL
Ad Close: 2/16/2023 | In Mail Date: 4/4/2023
• Tile as Old as Time
• Carbon Soil Sequestration Questions
• Irrigation Insider
• Dairy Insider

MAY/JUNE | THE LIVESTOCK ISSUE
Ad Close: 4/6/2023 | In Mail Date: 5/3/2023
• Pork Powerhouses
• Integrating Livestock into Row Crop Production
• Bird-Friendly Cattle Production
• Beef Insider
• Dairy Insider

JULY | 2023 THE SEED GUIDE
Ad Close: 5/18/2023 | In Mail Date: 7/5/2023
• Seed Outlook
• Shaking up the Pricing Structure
• Digital vs. Old Fashioned Seed Selection
• Living the Country Life
• Dairy Insider

*Editorial content is subject to change
<table>
<thead>
<tr>
<th>Month</th>
<th>Featured Stories</th>
<th>Ad Close Date</th>
<th>In Mail Date</th>
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</thead>
<tbody>
<tr>
<td>AUGUST</td>
<td>Bin by Bin&lt;br&gt;Future Grain Traders of America&lt;br&gt;The Secrets of Your Soil&lt;br&gt;Pork Insider&lt;br&gt;Beef Insider</td>
<td>6/15/2023</td>
<td>8/1/2023</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Land, and Other Costs of Doing Business&lt;br&gt;Conservation Blueprint&lt;br&gt;The Future of Rental Rates&lt;br&gt;Living the Country Life&lt;br&gt;Beef Insider</td>
<td>7/20/2023</td>
<td>9/5/2023</td>
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<tr>
<td>OCTOBER</td>
<td>Weather Woes/USDA Climate Smart&lt;br&gt;Reviewing Regenerative Agriculture&lt;br&gt;Extreme Weather’s Impact on Crop Insurance&lt;br&gt;Irrigation Insider&lt;br&gt;Dairy Insider</td>
<td>8/17/2023</td>
<td>10/3/2023</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Steel Deals&lt;br&gt;Farming Subscriptions&lt;br&gt;ATV Review&lt;br&gt;Living the Country Life&lt;br&gt;Pork Insider</td>
<td>9/21/2023</td>
<td>11/7/2023</td>
</tr>
<tr>
<td>MID-NOVEMBER</td>
<td>Farm Shops for the Future&lt;br&gt;Digital Natives Dig In&lt;br&gt;Save Your Rain&lt;br&gt;Farm Hands on the Future</td>
<td>10/5/2023</td>
<td>11/21/2023</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Precision Performance&lt;br&gt;Demystifying Organic Farming&lt;br&gt;Crypto Carbon&lt;br&gt;Pork Insider&lt;br&gt;Beef Insider</td>
<td>10/19/2023</td>
<td>12/5/2023</td>
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# 2023 Production Schedule

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MAIL DATE</th>
<th>AD CLOSE/MATERIAL CLOSE</th>
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</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>1/3/23</td>
<td>11/17/22</td>
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<tr>
<td>FEBRUARY</td>
<td>2/7/23</td>
<td>12/20/22</td>
</tr>
<tr>
<td>MARCH</td>
<td>3/7/23</td>
<td>1/19/23</td>
</tr>
<tr>
<td>APRIL</td>
<td>4/4/23</td>
<td>2/16/23</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>5/23/23</td>
<td>4/6/23</td>
</tr>
<tr>
<td>JULY</td>
<td>7/5/23</td>
<td>5/18/23</td>
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Agriculture.com

715,000
MONTHLY UNIQUE VISITORS

173,000
SOCIAL MEDIA FOLLOWERS

60,000+
E-NEWSLETTER SUBSCRIBERS

2:55
AVERAGE TIME SPENT ON ARTICLES

88%
VIEWABILITY

20 SECONDS
AVERAGE TIME IN VIEW

<4%
INVALID TRAFFIC
Marketing and Advertising Opportunities

Wherever farmers are reading trusted content by Successful Farming editors, we provide an opportunity for your advertising to be adjacent.

ADVERTISE within the pages of Successful Farming with high impact or standard units

REACH highly engaged audience with agriculture.com, SF social channels and E-Newsletters
Marketing and Advertising Opportunities

Successful Farming Audio Network

Successful Farming Podcast
Successful Farming Daily Podcast
Global Ag Network of Podcasts
Successful Farming Radio Show
Marketing and Advertising Opportunities

The Successful Farming College Edition is distributed to Agriculture Program students at the following universities.

Iowa State University  South Dakota State University  Purdue University  The Ohio State University  Cornell University

University of California Davis  University of Illinois  University of Georgia  Kansas State University  Oklahoma State University

North Dakota State University  University of Minnesota  North Carolina State University  Prairie View A&M  Ivy Tech Community College

Texas A&M University  University of Missouri  Western Illinois University

Reach these up-and-coming agriculture professionals with your advertising messaging.
SFCS is a branch of Successful Farming that provides strategy, content, design, and distribution based on client objectives.

Content is created in a tone and style that is proven to engage our audiences. We know our audiences, their information needs, and their reading habits.

OPPORTUNITY:

• **Clients own the content**, and they can leverage distribution tactics across Successful Farming platforms and within their own channels.

• **Includes any/all content types**, distributed through any media channels (i.e., print, digital, social, TV, radio, email, direct mail, etc.)
Meet the Award-Winning Editorial Staff

GIL GULLICKSON
Editor-In-Chief

LAURIE BEDORD
Executive Editor, Agronomy & Technology

ALEX GRAY
New Products Editor

CHELSEA DINTERMAN
Assistant Agronomy Editor

JESSIE SCOTT
Executive Digital Editor

LISA FROUST PRATER
Family Editor

MATT STROLECKI
Art Director

DAVID EKSTROM
Sr. Producer

MEGAN SCHILLING
Digital Content Editor

NATALINA SENT S BAUCH
Sr. Digital Editor

CASSIDY WALTER
Business Management Editor

COURTNEY LOVE
Digital Content Editor
Most Recent Awards

Agricultural Communicators Network (AAEA)

North American Agricultural Journalists

International Federation of Agricultural Journalists
Meet the Sales and Marketing Team

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DIRECTOR OF MARKETING
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TOM HOSACK
DIRECTOR OF SALES
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515.284.2040

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515.284.2149

BRIAN KEANE
NATIONAL ACCOUNT EXECUTIVE
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515.284.2136

JANA MORRISEY
CUSTOMER EXPERIENCE MANAGER
Jana.Morrisey@Agriculture.com
515.284.3067
The following are certain terms and conditions governing advertising published by Dotdash Meredith through its subsidiary Meredith Operations Corporation ("Publisher") in the U.S. print edition of Successful Farming magazine (the "Magazine"). These terms and conditions may be revised by Publisher from time to time. For the latest version, go to https://www.dotdashmeredith.com/brands/home/successful-farming. Submission of insertion order for placement of advertising in the Magazine, and/or delivery of advertising materials to Publisher for inclusion in the Magazine, constitutes acceptance of the following terms and conditions by both the advertiser ("Advertiser") and any agency or other representative acting for or on behalf of Advertiser ("Agency"). No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that are submitted or maintained by Agency or Advertiser will be binding on Publisher, unless expressly authorized in a writing signed by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT
1. Publisher has sole discretion over payment terms for advertising. Publisher may change the payment terms from time to time and without limiting generality of the foregoing may require Advertiser to make payment in advance of the on-sale date of the relevant Magazine issue.
2. Agency and Advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due in full, without deductions or set-offs, within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by Advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES
1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher’s discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE
The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM’s reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the Advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. In no event shall any rebate be payable in cash. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine’s advertising rates.

PUBLISHER’S LIABILITY
1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, pandemics, public health emergencies, failure of transportation, strike, acts of governments, terrorism or other occurrence beyond Publisher’s control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
3. The liability of Publisher for any act, error, omission or other matter for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits. The foregoing limitations shall apply to the greatest extent permitted by law and regardless of the theory under which liability is asserted.
2023 SUCCESSFUL FARMING
Dotdash Meredith/Meredith Operations Corporation
Print Advertising Terms and Conditions

MISCELLANEOUS

1. Agency and Advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine, and all materials contained therein (collectively, the “Ad Materials”) including, but not limited to, Ad Materials for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law, infringe any right of any party, and/or is libelous, defamatory, obscene, disparaging, racist, hateful or scandalous. As part of the consideration and to induce Publisher to publish such advertisement, Agency and Advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability, damages, fines, penalties, and related costs and expenses (including attorneys’ fees) collectively, “Losses”) arising from publication of such Ad Materials in any applicable editions, formats or derivations of the Magazine, including, but not limited to: (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher; or (b) the failure of such Ad Materials to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof; or (c) any products, goods, services, programs, events, offers and promotions that are promoted by or referenced in the Ad Materials (and the fulfillment or non-fulfillment thereof).

2. Publisher may, in Publisher’s sole and exclusive discretion and without penalty to Publisher, reject and refuse to run any Ad Materials that Publisher believes: (a) do or may violate Agency’s and Advertiser’s representations and warranties set forth above; (b) are reasonably likely to be considered objectionable by a reasonable person; and/or (c) are likely to expose Publisher, Agency and/or Advertiser to heightened legal or reputational liability or risk for any reason.

3. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, Agency and Advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of Agency or Advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, Agency and Advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any such claims.

4. Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No Advertiser or Agency may use the Magazine’s name or logo without Publisher’s prior written permission for each such use.

5. The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resemble editorial matter.

6. All terms and conditions of this Rate Card and associated insertion orders, including but not limited to pricing information, shall be the confidential information of Publisher, and neither Agency nor Advertiser may disclose any such information without obtaining Publisher’s prior written consent.

7. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Advertiser and Agency each hereby consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts. ALL PARTIES WAIVE ALL RIGHTS TO TRIAL BY JURY.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.

2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.

3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.

4. Insert linage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national rate.

5. If a third party either acquires or is acquired by Advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to Advertiser’s earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate Advertiser if Advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that Advertiser fails to achieve a spending level for which it has been billed, Advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.