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.
--- Quality + Quantity ---

Successful Farming Reach

393,000
Subscribers

460,000
Monthly unique visitors

128,000
Social media followers

70,000
E-newsletter subscribers

133,000
TV viewers
American Ag Editors Association (AAEA) Editorial
- Human Interest (1st place), On-Farm Production (1st place), Breaking News (3rd place), Economics and Management (3rd place) – Gil Gullickson
- Technical Feature (1st place) – Betsy Freese
- Technical Feature (3rd place) – Jessie Scott

AAEA Design
- AAEA Designer of the Year Honorable Mention – Matt Strelecki
- Overall Magazine Design (1st place), Single-Page Editorial Design (1st and 2nd place), Cover Page Design (2nd and 3rd place), Opening Page (2nd and 3rd place), Two-Plus Page Design (2nd and 3rd place), Best Use of Topography (2nd and 3rd place) – Matt Strelecki

AAEA MarComm
- Advertorial Multi-Page or Special Section Client Native Content (1st place) – Meredith Agrimedia Custom Studio
- Podcasts (2nd place) – SF editorial team

Folio: Eddie & Ozzie Awards
- Best Single Feature Article (1st place) for Pork Powerhouses 2018 – Betsy Freese
- Best Feature Design (1st place) for March 2019 Soil Health Revolution – Matt Strelecki
- Breaking News (1st place) for the Nebraska and Iowa flood coverage – SF online editorial team

--- QUALITY + QUANTITY ---
Editorial and Design Awards
More than 20 awards in 2019
Successful Farming Magazine

With its award-winning content and design, Successful Farming magazine focuses on the topics that are critical to farming operations and farm families, including machinery, agronomy, technology, livestock, markets, business, ag policy, health, and family.

393,000
Subscribers

511,000
Total reach

1.3
Readers per copy

98%
Requalified within one year

13
Issues per year

Source: AAM Audited
Average Successful Farming Reader

63
Years Old

Male
Gender

Full-time farmer
Occupation

1,600
Average total farmed acres

92%
Grow corn, soybeans, wheat, hay/alfalfa, or sorghum

53%
Raise livestock

11%
Under the age of 45
2020 Editorial Calendar

January
- 7 Ag Tech Start-Ups to Watch in 2020
- The New Stacks Are Here
- Bonus

February
- Product Test Team-UTVs
- What Is Your Plan B?
- Bonus

March
- Work With Mother Nature or Against Her?
- Tillage Tips for Top Yields
- Bonus

April
- Pressured Into Planting, Watch Compaction
- On the Ground With Hemp Farmers
- Bonus

May
- 25th Anniversary-Agriculture.com
- Sizing Up Semis
- Bonus

June
- Meet Your New Boss 2.0
- Bonus

July
- Autonomous Machines
- Pollination Goes High-Tech

August
- The Woodstock Generation Buys Farmland
- In USDA We Don’t Trust
- Bonus

September
- Sour Milk: What Ag Can Learn From the Fair Oaks Farms Debacle
- Top Shops Remodel Issues
- Bonus

October
- Passing Down the Farm
- Are Traits Dead?
- Bonus

November
- The Price of Checkoffs
- Steel Deals
- Bonus

Mid-November
- Tech Issue

December
- Pork Powerhouses 2020
- Climate Change Is Cool Now
- Bonus

*Content may be subject to change
## 2020 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>1/10/20</td>
<td>11/25/19</td>
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<tr>
<td>February</td>
<td>2/7/20</td>
<td>12/20/19</td>
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<tr>
<td>March</td>
<td>3/4/20</td>
<td>1/17/20</td>
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<td>April</td>
<td>4/3/20</td>
<td>1/17/20</td>
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<td>May</td>
<td>5/1/20</td>
<td>3/14/20</td>
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<td>6/10/20</td>
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## 2020 Production Schedule

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<td>7/13/20</td>
<td>5/28/20</td>
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<tr>
<td>August</td>
<td>8/7/20</td>
<td>6/22/20</td>
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<td>September</td>
<td>9/4/20</td>
<td>7/20/20</td>
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<tr>
<td>October</td>
<td>10/6/20</td>
<td>8/13/20</td>
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<tr>
<td>November</td>
<td>11/6/20</td>
<td>9/14/20</td>
</tr>
<tr>
<td>Mid-November</td>
<td>11/17/20</td>
<td>10/1/20</td>
</tr>
<tr>
<td>December</td>
<td>12/7/20</td>
<td>10/21/20</td>
</tr>
</tbody>
</table>
Agriculture.com

Farmers’ trusted source of news since 1995. Reporting on what matters most to help farmers make money, save time, and grow their farming business.

460,000
Monthly unique visitors

70,000
E-newsletter subscribers

85%
Viewability

20 seconds
Average time in view

3:23
Average time spent on articles
The Successful Farming Show ranks second in the agricultural category on RFD-TV.

Airing weekly (Friday, Saturday, and Sunday), the 30-minute show is a must-watch program for farmers seeking the latest in news and ideas about farm machinery, shops, agronomy, and technology.

SPONSORSHIP OPPORTUNITY:

- Traditional spot advertising and billboards as well as content-driven sponsorships are available.
2020 Production Schedule

January

Technology Spotlight:
1. Ag Tech Start-Ups
   Week of 1/13/20
2. UTV Test Team
   Week of 1/27/20

Steel Deals:
1. Loader
   Week of 1/6/20
2. Field Cultivator
   Week of 1/13/20
3. Baler
   Week of 1/20/20

Product Test Team:
1. Jump Starter
   Week of 1/6/20

February

Technology Spotlight:
1. Ag Tech Start-Ups
   Week of 2/10/20
2. UTV Test Team
   Week of 2/24/20

Steel Deals:
1. Field Cultivator
   Week of 2/10/20
2. Baler
   Week of 2/17/20

Product Test Team:
1. Chainsaw
   Week of 3/2/20

March

Product Test Team:
1. Jump Starter
   Week of 3/17/20

Technology Spotlight:
1. UTV Test Team
   Week of 3/2/20

Ageless Iron:
1. Combine Collection Pt. 1
   Week of 3/16/20
2. Washington Museum Part 2
   Week of 3/23/20

April

Product Test Team:
1. Jump Starter
   Week of 3/30/20

Technology Spotlight:
1. Ag Tech Startups
   Week of 4/6/20
2. UTV Test Team
   Week of 4/20/20

Ageless Iron:
1. Washington Museum Part 3
   Week of 3/30/20
2. IH 7488 Tractor
   Week of 4/13/20

May

Agronomy Spotlight:
1. Soil Compaction
   Week of 5/18/20

Technology Spotlight:
1. Hemp
   Week of 5/25/20

Ageless Iron:
1. Washington Museum Part 3
   Week of 5/4/20
2. Combine Collection Part 2
   Week of 5/11/20

June

Machinery Spotlight:
1. Year of the Tractor
   Week of 6/1/20

Technology Spotlight:
1. Ag Tech Startups
   Week of 6/22/20

Product Test Team:
1. Lawn Mower
   Week of 6/1/20
2. Chainsaw
   Week of 6/8/20

Ageless Iron:
1. Washington Museum Part 1
   Week of 6/1/20
2. Washington Museum Part 2
   Week of 6/8/20
3. Washington Museum Part 3
   Week of 6/15/20

All ad creative due 3 weeks prior to run date.
<table>
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</table>
| **Technology Spotlight:**  
1. UTV Test Team  
*Week of 7/6/20* | **Technology Spotlight:**  
1. Hemp  
*Week of 8/10/20* | **Technology Spotlight:**  
1. Ag Tech Startups  
*Week of 9/7/20*  
2. UTV Test Team  
*Week of 9/21/20* | **Technology Spotlight:**  
1. Hemp  
*Week of 10/26/20* | Not yet available | Not yet available |
| **Steel Deals:**  
1. Baler  
*Week of 6/29/20* | **Agronomy Spotlight:**  
1. Soil Compaction  
*Week of 8/3/20* | **Product Test Team:**  
1. Jump Starter  
*Week of 8/31/20* | *Not yet available* | *Not yet available* | *Not yet available* |
| **Ageless Iron:**  
1. IH 7488 Tractor  
*Week of 6/29/20*  
2. Combine Collection  
Part 1  
*Week of 7/20/20*  
3. Combine Collection  
Part 2  
*Week of 7/27/20* | **Machinery Spotlight:**  
1. Year of the Tractor  
*Week of 8/17/20* | **Ageless Iron:**  
1. Washington Museum  
Part 1  
*Week of 8/31/20*  
2. IH 7488 Tractor  
*Week of 9/14/20* | **Agronomy Spotlight:**  
1. Soil Compaction  
*Week of 10/19/20* | **Ageless Iron:**  
1. Combine Collection  
Part 1  
*Week of 10/5/20*  
2. Combine Collection  
Part 2  
*Week of 10/12/20* |

--- TV ---

*All ad creative due 3 weeks prior to run date.*
Successful Farming Radio

Every weekday, the pages of Successful Farming magazine come alive on Successful Farming Radio.

The show is available on more than **80 radio stations in 24 states** and airs twice per day, five days a week. About 80% of the Successful Farming Radio affiliate formats are country music or talk/news programs.

The show covers essential farming topics, including **agronomy, farm machinery, farm business, and technology**.

**SPONSORSHIP OPPORTUNITY:**

- :30- and :60-second advertising spots are available to help deliver your marketing message.
2020 Production Schedule

January

Week of 1/6/20
1. Steel Deals – Semi Truck Prices Fall
2. Hemp Seed Production
3. Diesel Engine Winter Lube
4. Herbicide – Resistant Sorghum
5. Progressive Ag Day

Week of 1/13/20
1. BVDV Tractor
2. Farmers and Firefighters
3. McDonald’s and Beef Sustainability
4. Propane Farm Incentive Program
5. Sequestering Carbon

Week of 1/20/20
1. Operation Weed Eradication
2. Gut Health and Microbiome
3. Making Financial Adjustments
4. Algal Bloom Research
5. Protein First Initiative

Week of 1/27/20
1. Radial vs. Bias Tires
2. Twin Cattle Births
3. Raising Animals for Fiber
4. Feed and African Swine Fever
5. Preparation for Lambing

Week of 2/3/20
1. Steel Deals - Used UTV's
2. Watch Out for Power Lines
3. Planning a Pasture
4. Dairy Strong Sustainability Alliance
5. Corn Rootworm Watch

Week of 2/10/20
1. CENEX Macs
2. Envirothon
3. Progressive Ag Day – Vaping Awareness
4. Prescribed Fire for Wildlife Management
5. Importance of Micronutrients

Week of 2/17/20
1. CENEX Macs
2. Farming Popcorn
3. Raising Walleye
4. Tractor Cab Comfort
5. Farming with Robots

Week of 2/24/20
1. Assess Field Conditions Before Planting
2. Evaluating Farm Assets
3. Spring Forage Management
4. Wheel Slip
5. ATV/UTV Safety and Liquid Tanks

February

Week of 2/1/20
1. Steel Deals - Discs
2. Managing Soil for Phosphorous
3. PRRS
4. Lead in the Soil

Week of 3/9/20
1. Managing Mud in the Feedlot
2. Terminating Spring Cover Crops
3. How Farmland is Valued
4. Produce Safety Rule
5. Emerging Foreign Markets

Week of 3/23/20
1. Rascal Rodeo
2. Manure & Cover Crops
3. Dress for Biosecurity
4. Handling Compromised Animals
5. Early Season Weed Control

Week of 3/30/20
1. Assess Field Conditions Before Planting
2. Evaluating Farm Assets
3. Spring Forage Management
4. Wheel Slip
5. ATV/UTV Safety and Liquid Tanks

All ad creative due 3 weeks prior to run date.
# 2020 Production Schedule

## April

**Week of 4/6/20**
1. Steel Deals-Seed Tenders
2. Managing Fallow Syndrome
3. Leasing Farm Machinery
4. Handling Treated Seed
5. Clover Mulch for Corn

**Week of 4/13/20**
1. Checking Alfalfa for Winter Injury
2. Proper Calf Injections
3. Proven Nitrogen
4. Swine 2020 Large Enterprise Study
5. Anhydrous Ammonia Safety

## May

**Week of 4/20/20**
1. Skid Steer Safety
2. Diagnosing Corn Emergence Issues
3. Animal Disease Traceability
4. The Cost of Cow Depreciation
5. Weed Control in Hayfields

**Week of 5/4/20**
1. Steel Deals-Seed Tenders
2. Hair Scoring the Cows
3. Transitions to No-Till
4. The Farm Manager’s Management
5. Drones for Fruit Farmers

**Week of 5/11/20**
1. Alfalfa First Cutting
2. I’ve Inherited Land – Now What?
3. The Life of Soil
4. Pasture Bloat in Cattle
5. A Special 25th Anniversary

## June

**Week of 6/1/20**
1. Steel Deals
2. Protect Your Farm From Wildfires
3. Ghost Ponds
4. Turning Woody Biomass Into Fuel
5. Agritourism Severe Weather Planning

**Week of 6/22/20**
1. The Mighty Mulberry
2. Preventing Hay Bale Theft
3. Starch in Manure Is Costing You Money
4. A Mole or a Vole?
5. REVOICE: Repairing a Gravel Lane

## Weeks

- **Week of 4/6/20**
- **Week of 4/13/20**
- **Week of 4/20/20**
- **Week of 4/27/20**
- **Week of 5/4/20**
- **Week of 5/11/20**
- **Week of 5/18/20**
- **Week of 5/25/20**
- **Week of 6/1/20**
- **Week of 6/8/20**
- **Week of 6/15/20**
- **Week of 6/22/20**
- **Week of 6/29/20**

--- Radio ---

**All ad creative due 3 weeks prior to run date.**
MACS is a branch of Meredith Agrimedia 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.

**SPONSORSHIP OPPORTUNITY:**

- **Clients own the content**, and they can leverage distribution tactics across Meredith Agrimedia 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.)
Successful Farming Research

Studies are conducted regularly via surveys sent to our private panel of qualified members of the Successful Farming audience. Panelists are verified as valid participants and are compensated for their participation.

Research from Successful Farming is considered projectable against the Successful Farming audience.

2020 research studies include:

- Farmer’s Use of Media
- Technology and Precision Agriculture
- Brand Health
Meet the Sales Team

Marty Wolske
Director Sales & Marketing
Marty.Wolske@Meredith.com
515.284.2802

Tom Hosack
National Account Executive
Tom.Hosack@Meredith.com
515.284.2040

Collin Coughlon
Regional Account Executive
Collin.Coughlon@Meredith.com
515.284.3481

Ali Peltier
National Account Executive
Ali.Peltier@Meredith.com
515.284.2065

Steve Dado
National Account Executive
Steve.Dado@Meredith.com
515.284.2149

Brian Keane
National Account Executive
Brian.Keane@Meredith.com
515.284.2136
Sales Territories

Ali Peltier: BLUE
Brian Keane: YELLOW
Thomas Hosack: ORANGE
Steve Dado: GREEN
Collin Coughlon: Marketplace Executive
The following are certain terms and conditions governing advertising published by Meredith Corporation (“Publisher”) in the U.S. print edition of SUCCESSFUL FARMING magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to www.agriculture.com. For Publisher’s Digital Editions Advertising Terms and Conditions, go to http://meredithtabletmedia.com/sfp/terms-conditions.php. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT

• Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
• 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.
• 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.
• Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
• Invoices are rendered on or about the on-sale date of the Magazine. Payments are due 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.
• 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.
• 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

• 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.
• 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.
• 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 print circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees print circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average print 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. 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 print circulation to regional advertisers, and regional print circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine’s advertising rates.
PUBLISHER’S LIABILITY
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, strike, terrorism or other occurrence beyond Publisher’s control.
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.

The liability of Publisher for any act, error or omission 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.

MISCELLANEOUS
Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. 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 and related expenses (including attorneys’ fees) (collectively, “Losses”) arising from publication of such advertisements in all 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 (collectively, “Claims”, or (b) the failure of such advertisement 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.

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 Claims.

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.

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

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. Each advertiser and its agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has 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.

ADDITIONAL COPY AND CONTRACT REGULATIONS
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.
Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
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.
Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
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 uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.
Contact Us

1716 Locust Street
Des Moines, IA 50309
Meredithagrimedia.com