



## Circulation and Market Overview

**Dairy Herd Management**

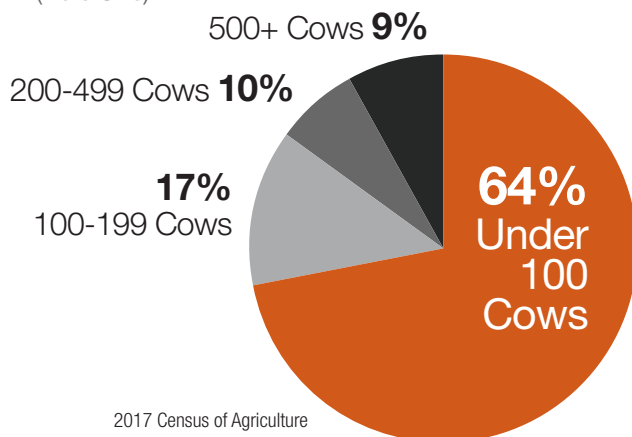
Farm Journal's **MILK**

52,505	Total circulation	15,037
38,442	50+ cows	
26,672	200+ cows	
10,579	500+ cows	10,002
5,323	1,000+ cows	5,019
6,084	Veterinarians	2,211
2,726	Nutritionists/ Consultants	2,331

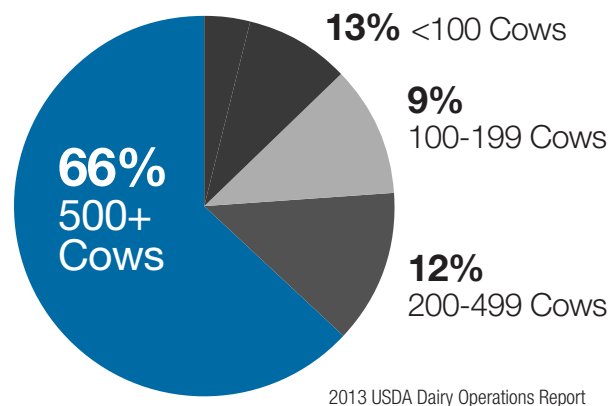
June 2020 Alliance for Audited Media

**Dairy Herd Management and MILK reach more producers and multilevel decision makers on dairies than any other publication.**

% of U.S. Dairy Farms  
(Herd Size)



% of Milk Production  
(Herd Size)



### THE CHANGING DAIRY LANDSCAPE

While the total number of dairy farms nationwide is decreasing, average herd size is increasing. Dairies with more than 500 cows represent the majority of the milk supply and majority of the 9.7-million head cow population. Farms with less than 500 cows represent 91% of the total operations.

# MILK Print Editorial Calendar



	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*	*Tentative content and publishing schedule subject to change.
<b>JAN</b>	11/25/20	12/11/20	1/19/21	<ul style="list-style-type: none"> <li>• 2021 domestic milk prices</li> <li>• Herd inventory technology</li> </ul>	
<b>FEB</b>	1/5/21	1/22/21	2/23/21	<ul style="list-style-type: none"> <li>• Employee retention tips</li> <li>• Turn a staff into a team</li> </ul>	
<b>MAR</b>	1/26/21	2/12/21	3/16/21	<ul style="list-style-type: none"> <li>• Business leadership</li> <li>• Parlor efficiency ROI</li> </ul>	
<b>APR</b>	2/23/21	3/12/21	4/13/21	<ul style="list-style-type: none"> <li>• New/remodel facility must-haves</li> <li>• Diversification through on-farm processing</li> </ul>	
<b>MAY/ JUN</b>	3/30/21	4/16/21	5/18/21	<ul style="list-style-type: none"> <li>• Pros and cons of business partnerships</li> <li>• Dial in nutrition</li> </ul>	
<b>JUL / AUG</b>	5/21/21	6/8/21	7/13/21	<ul style="list-style-type: none"> <li>• Young farmer spotlight</li> <li>• First-generation success</li> <li>• <b>Readex Ad Study</b></li> </ul>	
<b>SEP</b>	7/9/21	7/26/21	8/31/21	<ul style="list-style-type: none"> <li>• U.S. Dairy Innovation Center sustainability award winner</li> <li>• Nutrient management</li> </ul>	
<b>OCT</b>	8/4/21	8/20/21	9/28/21	<ul style="list-style-type: none"> <li>• ROI of new technology on the farm</li> <li>• What's next in dairy technology?</li> </ul>	
<b>NOV/ DEC</b>	9/21/21	10/8/21	11/9/21	<ul style="list-style-type: none"> <li>• Succession planning</li> <li>• Milking system technology</li> </ul>	

# Dairy Herd Management Print Editorial Calendar



	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*	*Tentative content and publishing schedule subject to change.
<b>JAN</b>	11/27/20	12/14/20	1/7/21	<ul style="list-style-type: none"> <li>• 2021 market and profitability outlook</li> <li>• 2020 Innovative Dairy Farmer of the Year</li> </ul>	
<b>FEB</b>	12/31/20	1/15/21	2/12/21	<ul style="list-style-type: none"> <li>• Semen selection</li> <li>• Reproductive technology</li> </ul>	
<b>MAR</b>	1/15/21	1/29/21	2/26/21	<ul style="list-style-type: none"> <li>• Milk quality</li> <li>• Milking efficiency</li> <li>• <b>Readex Ad Study</b></li> </ul>	
<b>APR</b>	2/12/21	2/26/21	3/26/21	<ul style="list-style-type: none"> <li>• Cow comfort</li> <li>• Heifer facility design</li> </ul>	
<b>MAY/ JUN</b>	3/26/21	4/9/21	5/7/21	<ul style="list-style-type: none"> <li>• Feed components</li> <li>• Calf nutrition</li> </ul>	
<b>JUL</b>	5/14/21	5/28/21	6/25/21	<ul style="list-style-type: none"> <li>• Milk fever</li> <li>• Animal welfare</li> </ul>	
<b>AUG/ WDE</b>	6/25/21	7/9/21	8/6/21	<ul style="list-style-type: none"> <li>• World Dairy Expo official program</li> </ul>	
<b>SEP</b>	7/14/21	7/28/21	8/20/21	<ul style="list-style-type: none"> <li>• Sustainability award winners</li> <li>• In-field nutrient management</li> </ul>	
<b>OCT</b>	8/6/21	8/20/21	9/2/21	<ul style="list-style-type: none"> <li>• ROI on new dairy technology</li> <li>• The future of artificial intelligence</li> </ul>	
<b>NOV/ DEC</b>	9/17/21	10/1/21	11/5/21	<ul style="list-style-type: none"> <li>• Financial vigilance</li> <li>• Succession planning</li> </ul>	