

Dairy Herd
Management

FarmJournal's
MILK



2021
MEDIA KIT



A Letter from the Editor

At Farm Journal, we take pride in leading the dairy industry with our two-magazine approach to providing farmers the information they need, when they need it. Dairy producers are resilient, overcoming a variety of challenges on a daily basis. Still, the most successful business owners are continuous learners — and that's where we come in.

We're proud to serve all those involved in the dairy business, whether that's dairy owners and managers who read Farm Journal's MILK magazine or the producers and influencers who read Dairy Herd Management.

For more than 57 years, Dairy Herd Management has been a go-to resource for the latest dairy management information. Launched in 2016, Farm Journal's MILK continues to provide producers with the high-level policy, markets and HR information they need to be successful.

The two-book approach is our competitive advantage and provides us the ability to help you reach decision makers where they are. As a full-circle family of brands, we deliver information to our audience via print, online and live events. Our numerous touchpoints with our audience ensure our information is forward-looking, relevant and tactical.

Thank you for your interest in Dairy Herd Management and Farm Journal's MILK. We appreciate your support.

Best,

Anna-Lisa Laca
Dairy Editorial Director

Our Editorial Team



Anna-Lisa Laca,
Dairy Editorial Director and Editor

Anna-Lisa Laca is the brand leader and editorial director for all Farm Journal dairy offerings. She applies vast experience in the dairy industry to delivering information tailored to fit specific producer needs. Laca owns and runs a dairy with her husband, Scott, near Fallon, Nevada.

Contact Anna-Lisa:
alaca@farmjournal.com

Digital Content Producer,
eMedia Analyst

Taylor Leach

Contributing Editors

**Chris Bennett, Chip Flory,
Clinton Griffiths, Maureen Hanson
Greg Henderson, John Herath,
Katie James, Betsy Jibben, Marge
Kulba, Tyne Morgan, Machinery
Pete, Sara Schafer, Jennifer Shike**

Columnists

**Tom Bailey, Bob Corbett, Joe
Dalton, Liz Griffith, GPS Dairy LLC,
Ben Laine, Rick Lundquist, Mike
North, Robin Schmahl, Ryan
Yonkerman**

Art Directors

Alison Fulton, Lori Hays

Proofreader

Megan LaManna

Vice President, Content

Portia Stewart

Content Manager,
Producer Media

Katie Humphreys

Content Projects Manager

Rhonda Brooks



Circulation and Market Overview

Dairy Herd Management

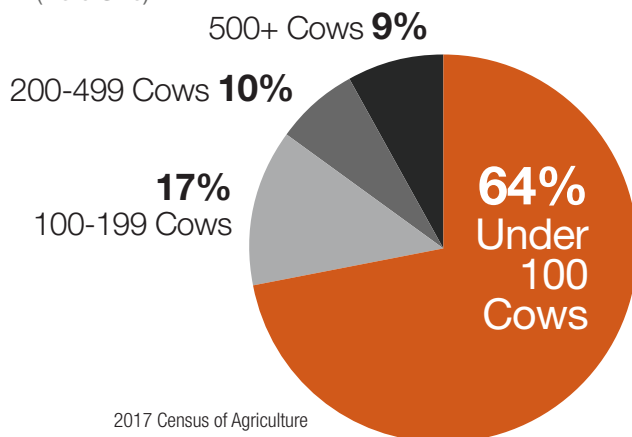
FarmJournal's **MILK**

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

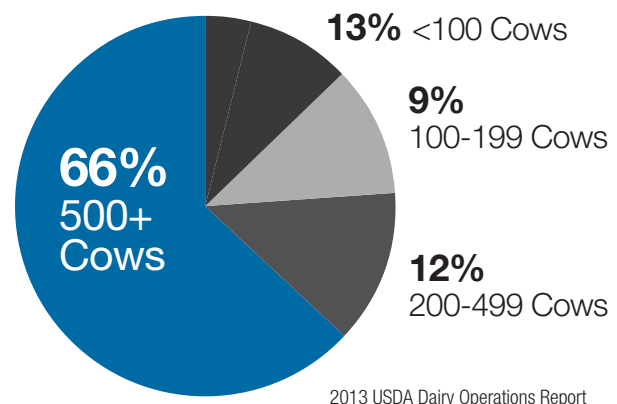
June 2020 Alliance for Audited Media

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



*Tentative content and publishing schedule subject to change.

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



Dairy Herd Management Print Editorial Calendar

*Tentative content and publishing schedule subject to change.

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



360-Degree Product Integration

Print Digital Broadcast Events Research

TECHNICAL SHEETS

Customized content with exclusive sponsorship in a 4-page insert with Farm Journal's MILK or Dairy Herd Management branding. Includes your subject and full-page ad. MILK pricing starts at \$22,800. Dairy Herd Management pricing starts at \$29,870.

- 4-page insert, designed to be a removable resource
- 3 pages of editorial content, 1 page for brand messaging
- High-impact, 4-color, 80# gloss text stock
- 2,000 extra copies bulk distributed to one location

Get Peak Performance from Your Super Athletes with USA Lysine
By Jason Pyle

Has the additional feeding help to build a super athlete, getting the most out of a cow's potential to produce the most milk for the greatest performance? While that may seem like a simple question, the answer is not as straightforward as it appears to be. The key to maximizing a cow's potential is to ensure that she has the right balance of nutrients to support her performance. Lysine is a key nutrient for milk production and overall health. This technical sheet discusses the benefits of USA Lysine and provides a table of recommended levels.

Metabolizable Energy and Metabolizable Protein
A table showing the relationship between metabolizable energy and metabolizable protein for different stages of lactation.

AI EP Lysine is Not Created Equal
This article discusses the importance of lysine in milk production and how different sources of lysine can affect performance.

At a Glance: Lysine at Work
A summary of the benefits of lysine for milk production and overall health.

FOCUS REPORTS

Customized editorial with exclusive sponsorship opportunity in an 8-page gatefold insert. Includes 3 pages of your ads. Topics should be relevant industry issues and actionable. MILK pricing starts at \$28,000. Dairy Herd Management pricing starts at \$40,000.

- 8-page insert, designed to be a removable resource
- 5 pages of editorial content, 3 pages for brand messaging
- High-impact, 4-color, 80# gloss text stock
- 2,000 extra copies bulk distributed to one location

PRECISION DAIRY: HERD HEALTH
Automated monitors are transmitting beyond fertility

YOUR DAIRY'S REPRODUCTIVE PERFORMANCE IS KEY TO YOUR SUCCESS. LPS (Lactation Performance Score) is a new metric that combines milk production, milk quality, and reproductive performance. This focus report discusses the benefits of LPS and provides a table of recommended levels.

ALSO OFFERED

Advertorials Content marketing Custom publishing

OTHER FARM JOURNAL PUBLICATIONS





360-Degree Product Integration

Print **Digital** Broadcast Events Research

MOBILE KEYWORD AUTO RESPONDER

Have readers text a unique keyword to 31313 and keep the conversation going with your print, broadcast or other non-digital marketing campaigns. Keyword Auto Responder adds digital engagement and analytics to any campaign. Offered for full page ads only.

Each Keyword Auto Responder campaign includes three elements:

- Farm Journal shortcode (31313)
- Specific Keyword
- Content - You must provide message assets in advance of the campaign including image, audio or video up to 400 characters of text and a URL content as follows:

LEGAL

One of the below must appear within the Keyword Auto Responder ad, dependent upon whether the ad is contest based.

OPTING IN FOR MESSAGES DISCLAIMER

By clicking this box you agree to receive text messages, telemarketing messages and/or prerecorded voice calls delivered using an automatic telephone dialing system. These messages will be sent from Farm Journal Mobile and may be accompanied by marketing messages. Consent is not required for purchase of products. Carrier message and data rates may apply. More than one message may be delivered daily. To cancel, reply "No (Keyword)" For help, reply "HELP".

CLIENT SWEEPSTAKES PROMOTION DISCLAIMER

By texting in (Keyword) you agree to receive from Farm Journal one or more text messages about this sweepstakes delivered from an auto-dial system. No purchase required for entry. Message and data rates may apply. Reply "No (Keyword)" to cancel or "HELP" for help.



REPORTING

Each month, advertisers will receive a report on activity from the prior month, including the number of individuals who have responder to your keyword or clicked your link. For options on retargeting these individuals with additional messaging, please contact your Farm Journal rep.

Mobile Keyword assignments must be requested at least two weeks prior to the ad material close.

360-Degree Product Integration

Print **Digital** Broadcast Events Research



RESOURCE CENTERS

Developed around a key industry topic and connected to Farm Journal's MILK or Dairy Herd Management brand website. Includes creation of promotional ads driving traffic towards the center. Prices starting at \$5,000 per month.

- 100% sponsored content
- A content portal with at least three new updates per month
- Integrated multimedia campaigns to drive traffic to your Resource Center
 - Inline Native in Dairy eNewsletter
 - Native Ad targeting dairy audience across all FJ sites
- Analysis, audience profile reporting and optimization to improve content
- Optional Add-ons include increased digital promotions and turn key content creation

LEARNING CENTERS

Developed around a key industry topic and connected to Farm Journal's MILK and Dairy Herd Management brand website. Includes editorial and sponsored content as well as promotional tactics. Prices starting at \$6,000 per month.

- Both editorial and sponsored content
- A content portal with at least three new updates per month
- Integrated multimedia campaigns to drive traffic to your Learning Center
 - Inline Native in Dairy eNewsletter
 - Native Ad targeting dairy audience across all FJ sites
- Analysis, audience profile reporting and optimization to improve content
- Optional Add-ons include increased digital promotions and turn key content creation

Also offered

Mobile optimized/
responsive design

Mobile custom tBlast

Mobile pulse polls

IAB mobile advertising

IAB web advertising

High-impact units

Audience Extension off-site
1-to-1 dairy producer
geo and demo targeting
(display, mobile, pre-roll,
eNews, native)

Lead generation

Social

Video options



360-Degree Product Integration

Print **Digital** Broadcast Events Research

CUSTOM WEBSITES

Your own custom microsite. Includes design and development along with metrics. Prices starting at \$30,000.

- Initial framework and design development
- Depth of site is developed by project goals
- Content can be customized for your project or we can use existing content
- Analytics to make actionable adjustments
- Site maintenance

DATABASE – PRECISION MARKETING

Audience Extension

Run-of-Network

Targeted eBlasts

Targeted text blasts

Targeted social media

Data licensing

Marketplace analytics

Customer list hygiene

Demographic appends

List rental

Dynamic mapping

Customer profiles and segmentation

Data-driven digital campaigns



360-Degree Product Integration

Print Digital **Broadcast** Events Research

PODCAST

Manage production of a podcast using your spokespeople. Pricing starts at \$15,000 (5-part) and \$24,000 (10-part).

- 90-second to 15-minute podcast
- Promotion through the Farm Journal network
- Ownership of the podcast to distribute on your website, social media and emails
- Contact your National Account Manager for a detailed promotional outline equal to your investment

SHORT-FORM VIDEO

Develop a short-form video using your spokespeople. Pricing starts at \$5,000.

- 15-second to 3-minute video
- Promotion through the Farm Journal network
- Ownership of the video to distribute on your website, social media and emails
- Contact your National Account Manager for a detailed promotional outline equal to your investment

LONG-FORM VIDEO

Develop a long-form video using your spokespeople and industry experts. Pricing starts at \$7,900.

- 5- to 10-minute video
- Promotion through the Farm Journal network
- Ownership of the video to distribute on your website, social media and emails
- Contact your National Account Manager for a detailed promotional outline equal to your investment

LIVE FROM

WORLD DAIRY EXPO (WDE) 2021

On-demand video from your trade show booth promoted beyond the event..

Live From \$5,000

- Freelance videographer
- Routing/project management
- Hosted page built, video player managed, etc.
- Dairy Herd Management World Dairy Expo Inline Native eNewsletter Ad
- Social targeting (Facebook approx. 20,000 impressions) for 1 week
- Native Run-of-Network package of 60,000 impressions targeting the dairy audience across all Farm Journal sites

Live From Plus

Additional digital Live From promotion available upon request

Virtual Live From

- Routing/project management
- Hosted page built, video player managed, etc.
- Promotional tactics match Live From

WEBISODES

Develop a bite-sized video using your spokespeople and industry experts. Pricing starts at \$7,500.

- :15 - :60 video
- Compatible length for digital pre-roll ads and broadcast spots
- Ownership of the video to distribute on your website, social media and emails

Guidelines/restrictions apply. Please contact your account manager for more information.



360-Degree Product Integration

Print Digital **Broadcast** Events Research

THE DAIRY REPORT

RADIO

- Weekly: Tuesdays
- Latest dairy industry news with DHM/MILK team
- Sponsorship includes:
 - opening billboard
 - accompanying :30 or :60 commercial

Minimum 13-week commitment required.

Net price :30 \$11,050 :60 \$22,100

THE DAIRY REPORT

TELEVISION

- Weekly: Tuesdays
- Latest dairy industry news with DHM/MILK team and Clinton Griffiths
- Sponsorship includes:
 - opening :10 billboard
 - accompanying :30 or :60 commercial

Minimum 13-week commitment required.

Net price: :30 \$28,600 :60 \$57,200

FarmJournal's **MILK** Cover Series

- An ongoing series of special reports:
 - Featuring a video profile of every MILK cover producer
 - Story airs on AgDay, U.S. Farm Report and is available on AgWeb and the My Farm TV digital app
- Exclusive sponsorship package includes:
 - Billboard (:10) to kick off each special report segment
 - Accompanying media schedule on AgDay and U.S. Farm Report:
 - :30 commercials on AgDay (20)
 - :30 commercials on U.S. Farm Report (4)

Package Investment: \$50,000 for full series

Package Value: \$60,000



Hosted by Tyne Morgan

120+ Terrestrial Affiliate Network

RFD-TV, Saturday @ 9:00 AM, and Sunday @ 3:00 PM, CDT

Audio simulcast on SiriusXM Rural Radio Channel 147

On Demand at AgWeb.com, Farm Journal TV app and the Farm Journal OTT platform



Hosted by Clinton Griffiths

111+ Terrestrial Affiliate Network

RFD-TV, Monday-Friday, 8:00 AM, CDT

Audio simulcast on SiriusXM Rural Radio Channel 147

On Demand at AgWeb.com, Farm Journal TV app and the Farm Journal OTT platform



Hosted by Chip Flory

120+ Terrestrial Affiliate Network

SiriusXM, Satellite Radio, RFD Rural Channel 147

Live streaming and on demand at AgWeb.com and the AgriTalk app and wherever podcasts are found

Guidelines/restrictions apply. Please contact your account manager for more information.



360-Degree Product Integration

Print Digital Broadcast **Events** Research

FarmJournal's
MILK
BUSINESS CONFERENCE

Nov. 29-Dec. 1, 2021
Paris Las Vegas Hotel, Las Vegas

The MILK Business Conference provides critical business information to help dairy producers thrive in this economic environment. That includes understanding markets, improving people management skills and affecting change that helps businesses continue to grow and develop. Now in its 19th year, the MILK Business Conference is a must-attend event for commercial dairy farmers seeking to navigate an increasingly complex and risky business landscape.

The unique meeting provides event sponsors a key benefit to meet and build relationships with dairy producers who are in a class by themselves.

Sponsorship opportunities are available at four levels:

- Elite \$26,250
- Premium \$13,750
- Supporting \$10,000
- Booth Only \$5,000

For questions on sponsorships,
contact your sales representative.



Demographics from the 2019 event include:

 **354** total attendees

66%
own/manage
1,000 or more cows

52
average
attendee
age



3,361
average herd size
of milk cows

Industry **37%**

Producer **63%**



360-Degree Product Integration

Print Digital Broadcast **Events** Research

WEBINAR

Webcast promoting your topic or an editorial topic. Includes promotional package, recording, live Q&A and on-demand hosting. Pricing starts at \$11,000.

- Prerecorded 45-60 minute webinar with live Q&A optional
- Moderator provided
- Promotional efforts will include RON ads, eNewsletter promotions, eblasts and tblasts equal to investment

CUSTOM EVENTS

Your event designed with Farm Journal. May include your speakers and our speakers. We handle promotion, logistics and details. Pricing starts at \$30,000.

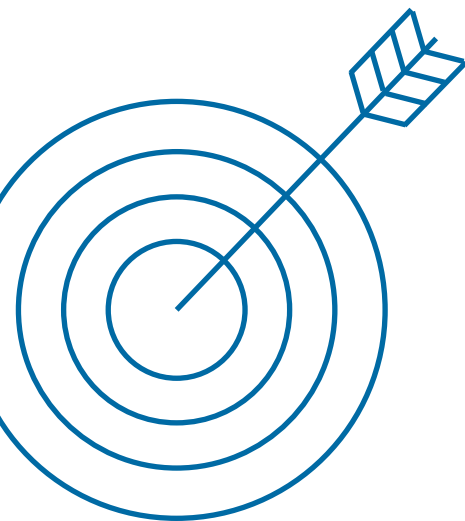
- Event concepting, including theme, look and feel
- Event logistics, including venue, agenda and speakers
- Event promotion through the Farm Journal network

ROUNDTABLE

Forum for experts and industry leaders to have a discussion around a specific topic. Includes the actual event, moderator, and videotaping. Pricing starts at \$12,800 for virtual roundtable and \$32,000 for in-person roundtable.

- Event planning and execution produced from roundtable content
- Raw video footage of roundtable event
- Written transcript of roundtable event
- Option to promote via digital or print

Print Digital Broadcast Events **Research**



QUANTITATIVE AND QUALITATIVE STUDIES

Online, phone, mobile or print surveys with or without analysis. Pricing varies based on scope and details of project.

- Research studies are customized to meet your needs:
 - Brand survey
 - Benchmark and tracking survey
 - Issue management survey
 - Perception survey
 - Mobile survey
- Methodologies may include:
 - Online survey
 - Print survey
 - Phone survey
 - Focus groups
 - In-depth interviews
 - Secondary research
- Custom reports to communicate results



Print Rates – World Dairy Expo Official Program

Print Digital Broadcast Events Research

Dairy Herd Management is the official publisher of the World Dairy Expo Official Program. Published in August 2021, the World Dairy Expo Official Program will be mailed to more than 55,000 dairy industry professionals. In addition, your advertisement will be in the 15,000 copies of the Official Program handed out on the Expo grounds.

Put your marketing message inside more than 70,000 copies of the World Dairy Expo Official Program.

WORLD DAIRY EXPO 2021 1X COLOR

Close date:
6/25/21

Materials due:
7/9/21

Tab Materials due:
7/7/21

Mail date:
8/6/21

2-page spread	\$19,730
Tab page	\$11,395
1-page	\$ 9,865
2/3-page	\$ 7,695
1/2-page island	\$ 6,905
1/2-page vertical/horizontal	\$ 6,510
1/3-page vertical/horizontal/square	\$ 4,930
1/4-page vertical/horizontal	\$ 4,340
1/6-page vertical/horizontal	\$ 3,750
1/8-page vertical/horizontal	\$ 3,455
1/12-page	\$ 3,060
2nd cover	\$10,160
3rd cover	\$10,160
4th cover	\$10,360

MARKETPLACE

1/2-page vertical/horizontal	\$4,155
1/3-page vertical/horizontal/square	\$3,355
1/4-page vertical/horizontal	\$2,860
1/6-page vertical/horizontal	\$2,270
1/8-page vertical/horizontal	\$2,070
1/12-page	\$1,775

Trim Size: 7.5" x 10.125"

*Page is three columns wide, 140 lines deep; 420 lines per page.

**Right reserved to crop up to .1875" from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle-stitch binding. Keep essential live matter at least .625" from bleed page width dimension at trim side of an ad. Keep type matter .25" from center fold in all gutter bleeds and .5" from bleed page depth dimension at head and foot of ad. For black and 1-color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

Use caution for facing page spreads. Slight variations in gutter alignment occur. Therefore, it is essential that reader matter, lettering, rules and detail images which may spread across gutter be avoided when possible.

Printing Process: Web Offset

Binding Method: Saddle-Stitched

Magazine Trim Size: 7.5" x 10.125"

Preferred Format: PDF/X1-a

Spreads: Spread format is acceptable with center crop marks indicated.

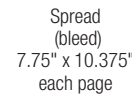
Photos and Graphics: Please be sure that all images within ads are high resolution (300 dpi).



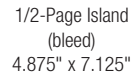
Spread (non-bleed)
7" x 9.625"
each page



1/2-Page Island (non-bleed)
4.375" x 6.625"



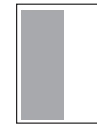
Spread (bleed)
7.75" x 10.375"
each page



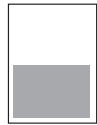
1/2-Page Island (bleed)
4.875" x 7.125"



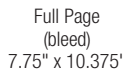
Full Page (non-bleed)
7" x 9.625"



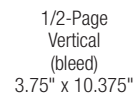
1/2-Page Vertical (non-bleed)
3.25" x 9.625"



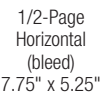
1/2-Page Horizontal (non-bleed)
7" x 4.75"



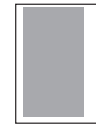
Full Page (bleed)
7.75" x 10.375"



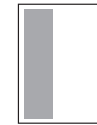
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3.75" x 10.375"



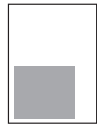
1/2-Page Horizontal (bleed)
7.75" x 5.25"



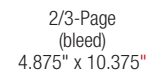
2/3-Page (non-bleed)
4.375" x 9.625"



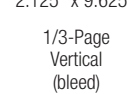
1/3-Page Vertical (non-bleed)
2.125" x 9.625"



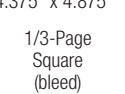
1/3-Page Square (non-bleed)
4.375" x 4.875"



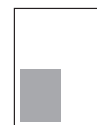
2/3-Page (bleed)
4.875" x 10.375"



1/3-Page Vertical (bleed)
2.625" x 10.375"



1/3-Page Square (bleed)
4.875" x 5.375"



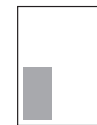
1/4-Page Vertical
3.25" x 4.75"



1/4-Page Horizontal
4.375" x 3.5"



1/6-Page Horizontal
4.5" x 2.125"



1/6-Page Vertical
2.125" x 4.875"

Fonts: Fonts must be embedded in file.

Media Transfer: PDF/X-1a files are preferred. To upload, please send your file to Carlo Ignoffo, cignoffo@farmjournal.com

Printed inserts should be sent to:

Dairy Herd Management:
LSC Communications
Attn: Casey McCaskey
1600 N. Main St.
Pontiac, IL 61764
Phone: (815) 844-1831



Rate Card - Dairy Herd Management

Print Digital Broadcast Events Research

2021 PRINT RATES*

FOUR COLOR	1x	6x	12x	24x	DIMENSIONS
2-page spread	\$22,140	\$21,250	\$20,365	\$19,480	Each page 7.75" x 10.375" (bleed) / 7" x 9.625" (non-bleed)
1-page	\$11,070	\$10,625	\$10,185	\$ 9,740	Each page 7.75" x 10.375" (bleed) / 7" x 9.625" (non-bleed)
2/3-page	\$ 8,635	\$ 8,290	\$ 7,945	\$ 7,600	4.375" x 9.625"
1/2-page spread	\$13,615	\$13,070	\$12,525	\$11,980	Each page 7.75" x 5.25" (bleed) / 7" x 4.75" (non-bleed)
1/2-page island page	\$ 7,750	\$ 7,440	\$ 7,130	\$ 6,820	4.875" x 7.125" (bleed) / 4.375" x 6.625" (non-bleed)
1/2-page vertical/horizontal	\$ 7,305	\$ 7,015	\$ 6,720	\$ 6,430	3.25" x 9.625" / 7" x 4.75"
1/3-page vertical/horizontal/square	\$ 5,535	\$ 5,315	\$ 5,090	\$ 4,870	2.125" x 9.625" / 7" x 3" / 4.375" x 4.875"
1/4-page vertical/horizontal	\$ 4,870	\$ 4,675	\$ 4,480	\$ 4,285	3.25" x 4.75" / 4.375" x 3.5"
1/6-page vertical/horizontal	\$ 4,205	\$ 4,040	\$ 3,870	\$ 3,700	2.125" x 4.875" / 4.5" x 2.125"

MARKETPLACE RATES*

Marketplace ads are in the back of the magazine with multiple ads per page. Dimensions are the same as above.

PAGE SIZE	1x	6x
1/2-page vertical/horizontal	\$3,210	\$3,080
1/3-page vertical/horizontal/square	\$2,545	\$2,445
1/4-page vertical/horizontal	\$1,880	\$1,805
1/6-page vertical/horizontal	\$1,660	\$1,595
1/8-page vertical/horizontal	\$1,330	\$1,275

2021 DAIRY HERD MANAGEMENT/MILK COMBINATION PRINT RATES**

FOUR COLOR	3x	9x	DIMENSIONS
2-page spread	\$26,670	\$24,800	Each page 7.75" x 10.375" (bleed) / 7" x 9.625" (non-bleed)
1-page	\$13,335	\$12,400	7.75" x 10.375" (bleed) / 7" x 9.625" (non-bleed)
2/3 page	\$10,665	\$ 9,920	4.375" x 9.625"
1/2-page island page	\$ 9,600	\$ 8,930	4.875" x 7.125" (bleed) / 4.375" x 6.625" (non-bleed)
1/2-page vertical/horizontal	\$ 9,065	\$ 8,435	3.25" x 9.625" / 7" x 4.75"
1/3-page vertical/horizontal/square	\$ 6,935	\$ 6,450	2.125" x 9.625" / 7" x 3" / 4.375" x 4.875"
1/4-page vertical/horizontal	\$ 5,865	\$ 5,455	3.25" x 4.75" / 4.375" x 3.5"
1/6-page vertical/horizontal	\$ 5,335	\$ 4,960	2.125" x 4.875" / 4.5" x 2.125"

**Rates are for ads running in the same month of both publications; creative may be different.

*All rates are net full run and subject to change.



Rate Card - MILK

Print Digital Broadcast Events Research

2021 PRINT RATES*

FOUR COLOR	1x	6x	12x	24x	DIMENSIONS
2-page spread	\$11,760	\$11,290	\$10,820	\$10,350	Each page 7.75" x 10.375" (bleed) / 7" x 9.625" (non-bleed)
1-page	\$ 5,880	\$ 5,645	\$ 5,410	\$ 5,175	7.75" x 10.375" (bleed) / 7" x 9.625" (non-bleed)
2/3-page	\$ 4,585	\$ 4,405	\$ 4,220	\$ 4,035	4.375" x 9.625"
1/2-page spread	\$ 7,230	\$ 6,945	\$ 6,655	\$ 6,365	Each page 7.75" x 5.25" (bleed) / 7" x 4.75" (non-bleed)
1/2-page island page	\$ 4,115	\$ 3,950	\$ 3,785	\$ 3,620	4.875" x 7.125" (bleed) / 4.375" x 6.625" (non-bleed)
1/2-page vertical/horizontal	\$ 3,880	\$ 3,725	\$ 3,570	\$ 3,415	3.25" x 9.625" / 7" x 4.75"
1/3-page vertical/horizontal/square	\$ 2,940	\$ 2,820	\$ 2,705	\$ 2,585	2.125" x 9.625" / 7" x 3" / 4.375" x 4.875"
1/4-page vertical/horizontal	\$ 2,585	\$ 2,485	\$ 2,380	\$ 2,275	3.25" x 4.75" / 4.375" x 3.5"
1/6-page vertical/horizontal	\$ 2,235	\$ 2,145	\$ 2,055	\$ 1,965	2.125" x 4.875" / 4.5" x 2.125"

2021 MILK/DAIRY HERD MANAGEMENT COMBINATION PRINT RATES**

FOUR COLOR	3x	9x	DIMENSIONS
2-page spread	\$26,670	\$24,800	Each page 7.75" x 10.375" (bleed) / 7" x 9.625" (non-bleed)
1-page	\$13,335	\$12,400	7.75" x 10.375" (bleed) / 7" x 9.625" (non-bleed)
2/3-page	\$10,665	\$ 9,920	4.375" x 9.625"
1/2-page island page	\$ 9,600	\$ 8,930	4.875" x 7.125" (bleed) / 4.375" x 6.625" (non-bleed)
1/2-page vertical/horizontal	\$ 9,065	\$ 8,435	3.25" x 9.625" / 7" x 4.75"
1/3-page vertical/horizontal/square	\$ 6,935	\$ 6,450	2.125" x 9.625" / 7" x 3" / 4.375" x 4.875"
1/4-page vertical/horizontal	\$ 5,865	\$ 5,455	3.25" x 4.75" / 4.375" x 3.5"
1/6-page vertical/horizontal	\$ 5,335	\$ 4,960	2.125" x 4.875" / 4.5" x 2.125"

*All rates are net full run and subject to change.

**Rates are for ads running in the same month of both publications; creative may be different.



Print Specs



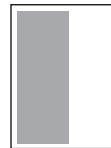
Spread
 (non-bleed)
 7" x 9.625"
 each page



Full Page
 (non-bleed)
 7" x 9.625"



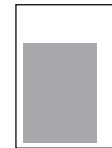
1/2-Page Spread
 (non-bleed)
 7" x 4.75"
 each page



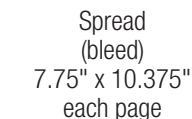
1/2-Page
 Vertical
 (non-bleed)
 3.25" x 9.625"



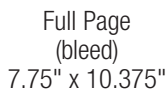
1/2-Page
 Horizontal
 (non-bleed)
 7" x 4.75"



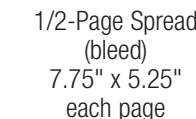
1/2-Page
 Island
 (non-bleed)
 4.375" x 6.625"



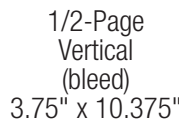
Spread
 (bleed)
 7.75" x 10.375"
 each page



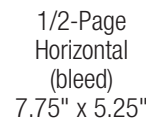
Full Page
 (bleed)
 7.75" x 10.375"



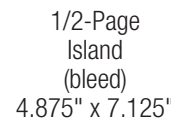
1/2-Page Spread
 (bleed)
 7.75" x 5.25"
 each page



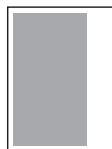
1/2-Page
 Vertical
 (bleed)
 3.75" x 10.375"



1/2-Page
 Horizontal
 (bleed)
 7.75" x 5.25"



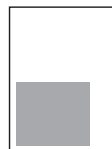
1/2-Page
 Island
 (bleed)
 4.875" x 7.125"



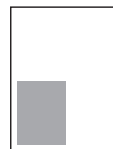
2/3-Page
 (non-bleed)
 4.375" x 9.625"



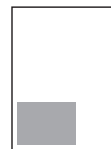
1/3-Page
 Vertical
 (non-bleed)
 2.125" x 9.625"



1/3-Page
 Square
 (non-bleed)
 4.375" x 4.875"



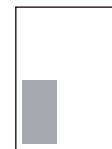
1/4-Page
 Vertical
 3.25" x 4.75"



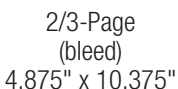
1/4-Page
 Horizontal
 4.375" x 3.5"



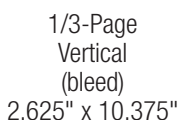
1/6-Page
 Horizontal
 4.5" x 2.125"



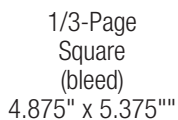
1/6-Page
 Vertical
 2.125" x 4.875"



2/3-Page
 (bleed)
 4.875" x 10.375"



1/3-Page
 Vertical
 (bleed)
 2.625" x 10.375"



1/3-Page
 Square
 (bleed)
 4.875" x 5.375"

Trim Size: 7.5" x 10.125"

**Right reserved to crop up to .1875" from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle stitch binding. Keep essential live matter at least .625" from bleed page width dimension at trim side of an ad. Keep type matter .25" from center fold in all gutter bleeds and .5" from bleed page depth dimension at head and foot of ad. For black & 1 color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

Use caution for facing page spreads. Slight variations in gutter alignment occur. Therefore, it is essential that reader matter, lettering, rules and detail images which may spread across gutter be avoided when possible.

Printing Process: Web Offset

Binding Method: Saddle-Stitched

Magazine Trim Size: 7.5" x 10.125"

Preferred Format: PDF/X-1a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: Please be sure that all images within ads are high resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Media Transfer: PDF/X-1a files are preferred. To upload to MILK, please send your file to Jennifer Kaiser, jkaiser@farmjournal.com. To upload to Dairy Herd Management, please send file to Carlo Ignoffo, cignoffo@farmjournal.com.

Printed inserts should be sent to:

The SCOOP, MILK:
 LSC Communications
 Attn: Jim Dunning
 1600 N. Main St.
 Pontiac, IL 61764
 Phone: (815) 844-1385

Bovine Veterinarian, Dairy Herd Management and Pork:
 LSC Communications
 Attn: Casey McCaskey
 1600 N. Main St.
 Pontiac, IL 61764
 Phone: (815) 844-1831



Print **Digital** Broadcast Events Research

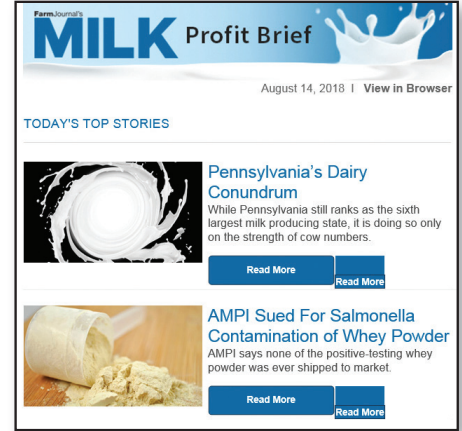
eNewsletters

MILK PROFIT BRIEF eNEWSLETTER

Delivered Tuesday and Friday

CIRCULATION
6,083

AD UNIT	AVAILS	SIZE (Pixel)	NET PRICE	FILE SIZE	FILE TYPE
Marquee	1	970x250 ad unit jpg/gif/png	\$750		1 click URL
Module		This placement can be demo/geo targeted, 300x250 ad unit jpg/gif/png	(price varies based on list size)		
Medium rectangle	2	300x250	\$900	40K	Static JPG
Inline Native	1	100x100 logo or image Headline – 25 characters max Body copy – 75 characters max	\$800	40K	Static JPG for image, copy for headline and body, URL



SKIMMED MILK eNEWSLETTER

Delivered daily Monday - Friday

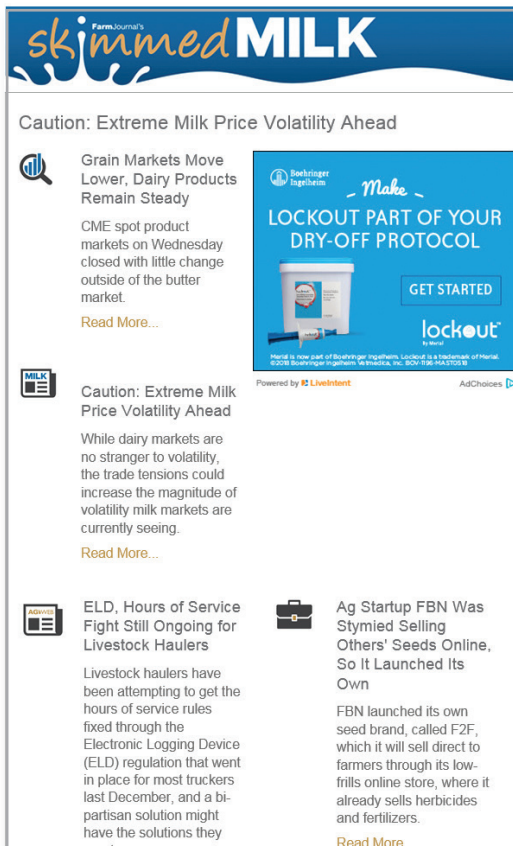
CIRCULATION
17,371

AD UNIT	AVAILS	SIZE (Pixel)	NET PRICE	FILE SIZE	FILE TYPE
Medium rectangle	1	300x250	\$3,500	40K	Static JPG

Skimmed Milk is a daily publication that delivers the hottest dairy news to larger dairy operations. Because of its unique makeup – both opt-in and website behavioral triggers – the eNewsletter maintains strong metrics for readership and clients. Solo sponsor for one week.

Cost (per week):

- Ad box (1st position): \$3,500/week
(one set of creative running entire week)



*Farm Journal only accepts HTML5 in 3rd-party tags. This is to ensure functionality and tracking. We will work with clients without 3rd-party tags, but there is a cost of \$500 per creative associated with setup.



Print **Digital** Broadcast Events Research

2021 DIGITAL RATES

SIZE (Pixel)	EXPANDABLE SIZE (Pixel)	AD UNIT	NET CPM	FILE SIZE	FILE TYPE*	OPTIONAL ANIMATION LENGTH
728x90 300x250 320x50	728x270 600x250	Leaderboard, Medium Rectangle, Mobile Banner	\$50	728x90, 300x250 (150KB), 320x50 (50KB)	JPG, GIF, HTML5* or 3rd-party tags	:15
300x600		Half page	\$50	200KB	JPG, GIF, HTML5* or 3rd-party tags	:15
100x100 50-character headline (includes spaces) 150-character body copy (includes spaces)		Native (text)	\$50	100K		

Native Ad Example:

What are the keys to successful calf raising?
Aug 17, 2018
Learn more about what you can do to manage BRD and efficiently raise high-quality calves.
SPONSORED

Native Ad Guidelines:

- Images and copy should avoid branding.
- Copy should read like editorial headlines.
- Content provided should not be pure product pages and should be “of use to the farmer.” Suggested content includes white papers, blogs, educational tools and calculators, research studies or video content.

2021 HIGH-IMPACT RATES

SIZE (Pixel)	AD UNIT	NET CPM	FILE SIZE	FILE TYPE*	OPTIONAL ANIMATION LENGTH	OTHER
1380x90	Expanded Marquee	\$100 + 25% for targeting	350KB	JPG, GIF, HTML5* or 3rd-party tags		
Top 3 units – 728x90 1x, 300x250 2x	Home page Road Block	\$165	100K	JPG, GIF, HTML5* or 3rd-party tags	:15	
640x480	Pre/Post-roll video	\$150	50MB	mp4 files at 1280x720, h264 encoded preferred	:15	
All display ad sizes 728x90, 300x250, 320x50, 300x600	Exclusive Page Sponsor	\$5,000 flat rate per week				
640x480	Outstream Videos	\$150 Variable monthly inventory		Mp4, Vast 2.0 (Max size is 50MB, if using Mp4) Max rate: 29.97 RECOMMENDED length: 0:30		3rd-party Tracking / Click-vast or UTM Impression- 1x1 pixel URL or INS Tag Script
640x480	Blended Video	\$120		Mp4, Vast 2.0 (Max size is 50MB, if using Mp4) Max rate: 29.97 RECOMMENDED length: 0:15 or 0:30		3rd-party Tracking / Click-vast or UTM Impression - 1x1 pixel URL or INS Tag Script

2020 SPECIAL AD OPPORTUNITIES

AD UNIT	Net CPM + 25%
ROS Demo Targeting/Keyword	Net CPM + 25%

*Farm Journal only accepts HTML5 in 3rd-party tags. This is to ensure functionality and tracking. We will work with clients without 3rd-party tags, but there is a cost of \$500 per creative associated with setup.



eNewsletters

DAIRY HERD DAILY eNEWSLETTER

CIRCULATION
33,499

Delivered daily Monday - Thursday

AD UNIT	AVAILS	SIZE (Pixel)	NET PRICE	FILE SIZE	FILE TYPE
Marquee	1	970x250 ad unit	\$750	jpg/gif/png	1 click URL
Module	This placement can be demo/geo targeted, 300x250 ad unit		(price varies based on list size)		
Medium rectangle	2	300x250	\$900	40K	Static JPG
Inline Native	1	100x100 logo or image Headline – 25 characters max Body copy – 75 characters max	\$800	40K	Static JPG for image, copy for headline and body, URL

Demographic or geographic modules quoted on request.

DAIRY HERD CALF & HEIFER ADVISER eNEWSLETTER

CIRCULATION
9,268

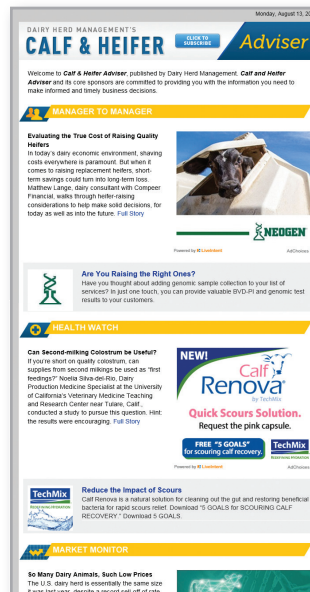
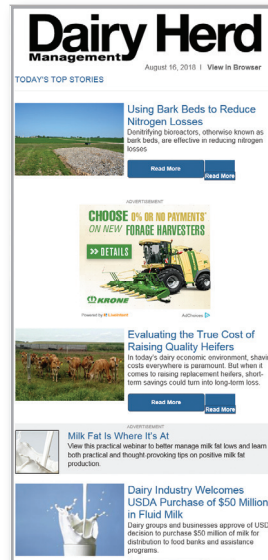
Delivered 2nd Monday

SECTION*	eNEWSLETTER ADVERTISING	FILE SIZE AND TYPE	NET PRICE
Nutrition Notes	Medium rectangle and advertorial text	40K, 300x250, static JPG, 100x100 image, 30-character headline, 150-character body	\$1,485
Market Monitor	Medium rectangle and advertorial text	40K, 300x250, static JPG, 100x100 image, 30-character headline, 150-character body	\$1,485
Health Watch	Medium rectangle and advertorial text	40K, 300x250, static JPG, 100x100 image, 30-character headline, 150-character body	\$1,485
Manager to Manager	Medium rectangle and advertorial text	40K, 300x250, static JPG, 100x100 image, 30-character headline, 150-character body	\$1,485
Industry Connection	Medium rectangle and advertorial text	40K, 300x250, static JPG, 100x100 image, 30-character headline, 150-character body	\$500

*Sold in 6 or 12-month contracts only. Section order rotates monthly except for Industry Connection.

3rd-party eBlast

AUDIENCE SIZE	CPM
10,000+	\$240
9,999 or under	\$365
Custom List/Niche Title	\$480



All rates are net full run and subject to change.



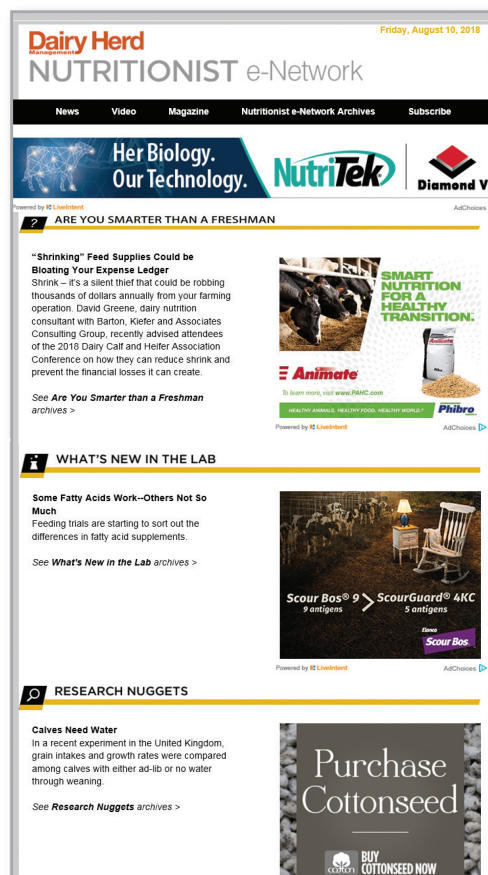
eNewsletters

DAIRY HERD NUTRITIONIST eNETWORK eNEWSLETTER | **CIRCULATION 2,130**

Delivered 2nd Friday

SECTION*	eNEWSLETTER ADVERTISING	FILE SIZE AND TYPE	FILE SIZE AND TYPE	NET PRICE
Leaderboard	Leaderboard	40K, 728x90, static JPG		\$1,750
Research Nuggets	Medium rectangle	40K, 300x250, static JPG	100k, 300x250, JPG, PNG or GIF	\$2,190
Nutrition Q&A	Medium rectangle	40K, 300x250, static JPG	100k, 300x250, JPG, PNG or GIF	\$2,190
Industry Connections	Medium rectangle	40K, 300x250, static JPG	100k, 300x250, JPG, PNG or GIF	\$2,190
Practice Builder	Medium rectangle	40K, 300x250, static JPG	100k, 300x250, JPG, PNG or GIF	\$2,190
Feed Update	Medium rectangle	40K, 300x250, static JPG	100k, 300x250, JPG, PNG or GIF	\$2,190
Nutritionist Case Study	Medium rectangle	40K, 300x250, static JPG	100k, 300x250, JPG, PNG or GIF	\$2,190
What's New in the Lab	Medium rectangle	40K, 300x250, static JPG	100k, 300x250, JPG, PNG or GIF	\$2,190
Smarter than a Freshman	Medium rectangle	40K, 300x250, static JPG	100k, 300x250, JPG, PNG or GIF	\$2,190
Events Calendar	Medium rectangle	40K, 300x250, static JPG		\$1,500
Footer Section	Leaderboard	40K, 300x250, static JPG		\$1,500

*Sold in 6- or 12-month contracts only. Section order rotates monthly from Research Nuggets through Smarter than a Freshman.



Account Management Team



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ABOUT FARM JOURNAL

Farm Journal is the nation's leading business information and media company serving the agricultural market. Started 143 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences, seminars and tradeshow; nationally broadcasted television and radio programs; a mobile-text-marketing business; and an array of data-driven, paid information products. Farm Journal also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, Farm Journal established the non-profit, public charity Farm Journal Foundation, dedicated to help sustain agriculture's ability to meet the vital needs of a growing population through education and empowerment.