

# 2021 MEDIA KIT



# FARM JOURNAL

THE FARMER'S FAVORITE





# A Letter from the Editor

Dear Reader —

Following a year of uncertainty, change and new beginnings, 2021 is sure to see a return to the fundamentals of agriculture. For Farm Journal, the nation's oldest agricultural magazine, this 144th year will bear witness to a long legacy of providing farmers and their families practical, actionable information about production agriculture, technology and policy. While last year we focused on the start of a new decade, navigating a new normal and brought readers new technological innovations, this year "The Farmer's Favorite" will focus on razor sharp margins and establishing new baselines for the modern producer. As always, that critical information will come wrapped in award-winning design, real world data, impeccable storytelling and digestible, page-turning layouts.

As our team of writers and designers look at the challenges facing America's farmers and farm families in 2021, we know relevant content matters. In the issues ahead, we will be addressing topics such as:

- **The Farm Journal Test Plots.** For 25-plus years, Farm Journal has maintained its mission of providing third-party research to help farmers grow more bushels. We partner with Field Agronomists Ken Ferrie and Missy Bauer, cooperating farmers and hundreds of test plot partner companies that provide machinery, technology, seed, chemicals and other products or services.
- **Technology's increasing role in farming.** From equipment to new agronomic innovations, technology is changing the way farming is done today. Throughout the year, Farm Journal will cover topics such as the latest techniques in precision ag, the rise of on farm robotics, new agronomic yields boosters, using benchmarking data to compare prices and performance in the field and the collision between conservation and technology, as a path to maximizing margins across all production systems.
- **The impact of government.** A presidential election along with all of the decisions at the federal and state levels may change how farmers farm in the years ahead. This year, Farm Journal editors are keeping a close eye on trade, the nation's biofuels policy, pesticide regulations and the potential impact of leadership adjustments following the 2020 election.

Agriculture is an industry of resilience. 2020 brought stress and unprecedented challenges, but the Nation's farmers met those difficulties head on. 2021 stands to be a fresh beginning for profits, for sustainability, for technological advancements, and Farm Journal cherishes its legacy as "The Farmer's Favorite" in addressing these issues—just as it has for the past 143 years. We look forward to working with you in the process.

Sincerely,

Clinton Griffiths  
Editor

## Our Editorial Team



**Clinton Griffiths, Editor**

*In his role, Clinton serves as the 12th editor of Farm Journal and the face of AgWeb while continuing to serve as the host of "AgDay Television". He comes to Farm Journal with lifelong connections in agriculture, growing up on his family's ranch in Deming, N.M. He grew up showing cattle and was actively involved in FFA and 4-H. His time in the show ring helped pay his way to Oklahoma State University, where he earned a degree in ag communications.*

**Contact Clinton:**  
[cgriffiths@farmjournal.com](mailto:cgriffiths@farmjournal.com)



**Sara Schafer, Content Manager**

*Sara Schafer grew up on her family's farm where they raised hogs and cattle, along with soybeans, corn, wheat, milo and hay. Since joining Farm Journal in 2008, she has covered a broad range of topics pivotal to the success of U.S. farmers. In addition to being an award-winning journalist, she has played several key roles with the transformative relaunch of AgWeb.com, spearheaded the Farm Journal Legacy Project expansion and greatly increased the flow of succession planning information to farmers. Sara graduated from the University of Missouri in Columbia with a degree in agricultural journalism and a minor in agricultural economics. Sara, her husband and their daughter reside in Columbia, Mo.*

**Contact Sara:**  
[sschafer@farmjournal.com](mailto:sschafer@farmjournal.com)

### Our Editorial Mission

Farm Journal, the only truly national U.S. farm magazine, is a prime source of practical information on crops and livestock for farm families. Published 13 times a year, the magazine emphasizes agricultural production, technology and policy. As the flagship of Farm Journal, Farm Journal magazine has a rich history spanning 144 years of service to U.S. agriculture, quality journalism and innovations in circulation technology. Farm Journal was first published in March 1877 for farmers in the bountiful agricultural regions within a day's ride of the publication's office in Philadelphia.





## Our Editorial Team



**Chris Bennett**, Technology/Issues Editor

Chris Bennett, an editor with Farm Journal magazine and AgWeb.com, has written on a variety of agriculture topics for 11 years. He is drawn to stories involving issues of importance to farmers, unique individuals, innovation or anything down an odd trail. He lives in Mississippi and loves squirrel hunting, walking Delta fields for hours on end, getting perpetually lost on the Tombigbee River and most of all, spending time with his family.

**Contact Chris:** [cbennett@farmjournal.com](mailto:cbennett@farmjournal.com)



**Sonja Begemann**, Seeds/Production Editor

Sonja Begemann provides information about seeds, chemicals and anything that affects crop production. A recent graduate of the University of Missouri (science and agricultural journalism), Sonja is excited to help provide farmers with information they need to know. She has a strong background in row-crop production and learned valuable agronomic skills in corn, soybeans, sorghum and alfalfa. Her roots in agriculture began with both of her grandparents, who were corn and soybean farmers, and continued to grow throughout her childhood on a small family farm where she raised chickens and pigs for 4-H and FFA. When Sonja looks to relax, she enjoys spending time with friends and family, cooking and doing anything outside.

**Contact Sonja:** [sbegemann@farmjournal.com](mailto:sbegemann@farmjournal.com)



**Lindsey Pound**, Art Director

Lindsey Pound, Farm Journal art director, grew up on a family farm in central Missouri where they raise corn, soybeans and wheat. Since joining Farm Journal in 2007, Lindsey has designed Dairy Today, Beef Today and Implement & Tractor magazines, including redesigns of each of those publications. She is currently the art director for Farm Journal magazine. Lindsey works with Farm Journal's Content Services department as the art director for Farm Forum and Canadian Farming, Case IH's company publications. Lindsey designed materials for the Farm Journal Foundation in its early years and for the many Farm Journal custom events, including the Farm Journal College series of events. In addition to being an award-winning designer, Lindsey is a key photographer for Farm Journal. Lindsey graduated from the University of Missouri in Columbia with a degree in general agriculture with an emphasis in agricultural journalism and plant sciences while obtaining several credits in graphic design and photography. Lindsey resides near her family's farm outside of Mexico, Mo.

**Contact Lindsey:** [lpound@farmjournal.com](mailto:lpound@farmjournal.com)

## Contributing Editors

**Katie James**

**Marge Kulba**

**Taylor Leach**

**Darrell Smith**



## Our Editorial Team

### MOST RECOGNIZED, MOST TRUSTED

#### Dan Anderson

An experienced farm mechanic by day and writer by night, Dan's practical shop tips, tricks and fixes are tested and true.

#### John Dillard

No stranger to dirty boots, John, an attorney with OFW Law, focuses his practice on agricultural and environmental litigation.

#### John Phipps

A witty columnist, award-winning TV commentator, crowd-pleasing speaker and Illinois farmer, John inspires audiences across the U.S.

#### Missy Bauer

Nearly two decades of experience fuels Missy's passion for agronomy and helping farmers improve yields and profitability.

#### Ken Ferrie

More than 30 years of dirty-boots agronomy experience underpins Ken's full-circle knowledge of crop production and technology.

#### Greg Peterson

Known across the country as Machinery Pete, Greg is the most trusted source for used farm equipment information and analysis.

#### Chip Flory

As Farm Journal economist and host of the "AgriTalk" radio programs, Chip helps farmers seize market opportunities.

#### Peter Martin

As a consultant with K-Coe Isom, Peter helps businesses identify opportunities, source capital and manage expansion challenges.

#### Ryan Bristle

In addition to being a farmer, Ryan works for Russell Consulting Group, providing business and financial advice to farmers.

#### Steve Cabbage

As a precision ag consultant, Steve helps farmers implement, manage and bridge the gap between hardware and data.



Dan Anderson



Greg Peterson



John Dillard



Chip Flory



John Phipps



Peter Martin



Missy Bauer



Ryan Bristle



Ken Ferrie



Steve Cabbage



## Meet Farm Journal's Experts

### MOST RECOGNIZED, MOST TRUSTED

#### Andrew McCrea

Drawing upon his travels and roles as a radio broadcaster, speaker and farmer, Andrew shares stories from the countryside.

#### Dick Wittman

Weaving together his financial management knowledge with his farm experience, Dick helps farmers tackle succession planning.

#### Paul Neiffer

A popular blogger and practical CPA who understands farming inside out, Paul helps farmers handle tax and business planning.

#### Carolyn Rodenberg

A deep understanding of human behavior and farm businesses helps Carolyn work with families to dissolve conflict and work as a team.

#### Rena Striegel

As a business coach, Rena works with families on strategic planning, business succession and leadership development.

#### Polly Dobbs

A no-nonsense Indiana attorney, Polly helps farmers navigate the legal aspects of estate wealth transfer and succession planning.

#### Danny Klinfelter

A well-known Texas A&M University Extension economist, Danny specializes in agricultural finance and management development.



Andrew McCrea



Rena Striegel



Dick Wittman



Polly Dobbs



Paul Neiffer



Danny Klinfelter



Carolyn Rodenberg



## Circulation Overview

# Farm Journal Total Circulation 335,054

Farm Journal focuses on agricultural production, technology and policy with much of the technical advice derived directly from Farm Journal's own test plots program, which spans years as well as thousands of farm acres. The Farm Journal Test Plots are supervised by Farm Journal Field Agronomist Ken Ferrie, who is one of only a few independent agronomists in the U.S.

Farm Journal is distributed 13 times a year to 335,054 subscribers who are primarily owner/operators and farm managers on commercial farms. In fact, according to the most recent ABC and BPA publisher statements, Farm Journal magazine is circulated to more owner/operators and farm managers than any other publication.

With a rich history of service journalism that spans 144 years, Farm Journal continues to be recognized as the leader in its field. The magazine was recognized in NAFB's "2008 National Producer Media-Use Wave Study" as the best-read publication by commercial producers, was named in 2009 by "min online" as one of the top 14 "most engaged" media brands and is the only agricultural publication to have won two coveted Grand Neal Awards, one for editorial excellence in 2005 and for the Farm Journal Legacy Project in 2011.

**Readers per copy: 2.3**  
**Total readers: 770,672**

Readers must have 100+ acres of corn, soybeans, wheat, cotton or other grains to qualify for a subscription.

## Subscribers

**Corn growers: 265K+**  
**Soybean growers: 235K+**  
**Wheat growers: 175K+**  
**Hay/alfalfa growers: 150K+**  
**Cotton growers: 13,331**

## Thinking "Farmers First" since 1877

- Achieving readership and leadership through passionate service journalism and ag advocacy
- Being cutting edge and forward looking, anticipating what farmers will need to know

## Credibility with Producers

- Neal Award winner
- Dirty boots and rural roots
- Our editors' offices are their farms
- More full-time editors and staff experts

## A History of Innovation

- First in selectronic custom publishing
- Oldest database—100 datapoints
- Only publisher to manage our own test plots

## No. 1 in Market Value

- Consistently No. 1 in readership
- 96% owner/operator focused
- Audits on 500+ and 1,000-acre growers
- \$955,000 average gross farm income
- Cover-to-cover reader engagement

**88% Staff Written**

**54% Multimedia Features**

**7% Company Supplied**

**5% Freelance**

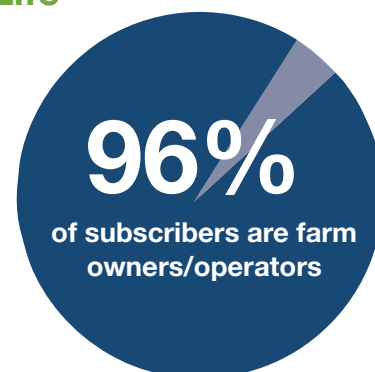
**24% Production**

**19% Machinery**

**10% Technology**

**10% Rural Life**

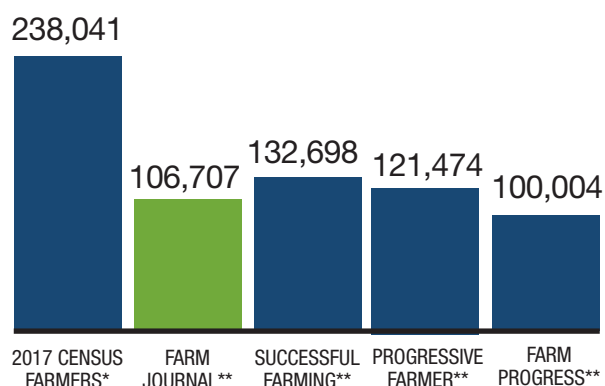
**6% Policy**





## Our Advantage/Competitive Differentiation

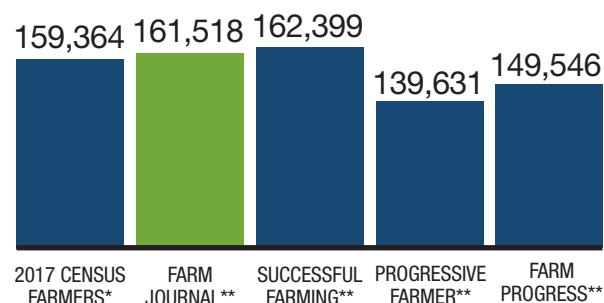
### Crop Production 1-249 Acres Corn



**60%** of corn growers account for 19% of corn production\*

\*Source: 2017 Census of Agriculture – farms x average decision makers per farm  
\*\*Source: AAM June 2020 Publisher's Statement, subject to audit

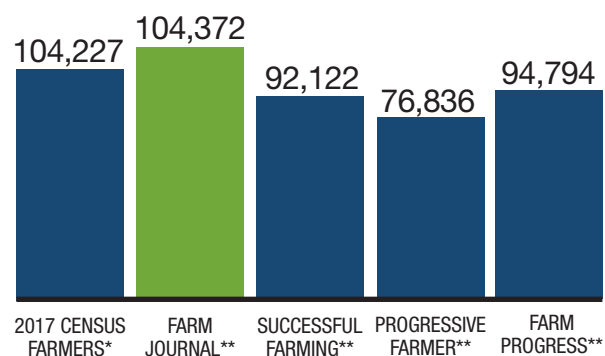
### Crop Production 250+ Acres Corn



**40%** of corn growers account for 81% of corn production\*

\*Source: 2017 Census of Agriculture – farms x average decision makers per farm  
\*\*Source: AAM June 2020 Publisher's Statement, subject to audit

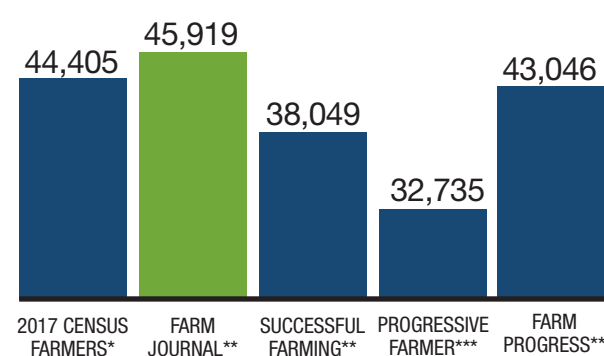
### Crop Production 500+ Acres Corn



**26%** of corn growers account for 62% of corn production\*

\*Source: 2017 Census of Agriculture – farms x average decision makers per farm  
\*\*Source: AAM June 2020 Publisher's Statement, subject to audit  
\*\*\*Source: Farm Journal estimate, Progressive Farmer does not submit data for audit.

### Crop Production 1,000+ Acres Corn



**11%** of corn growers account for 36% of corn production\*

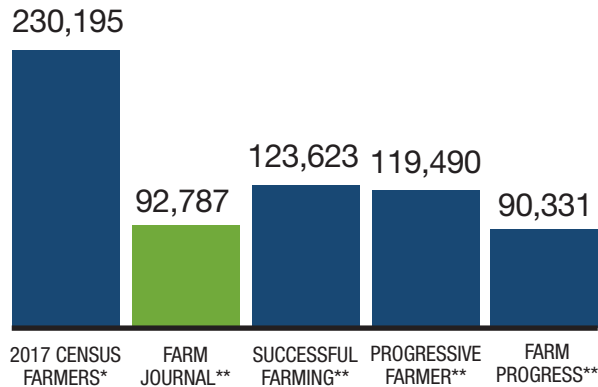
\*Source: 2017 Census of Agriculture – farms x average decision makers per farm  
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\*\*\*Source: Farm Journal estimate, Progressive Farmer does not submit data for audit.





## Our Advantage/Competitive Differentiation

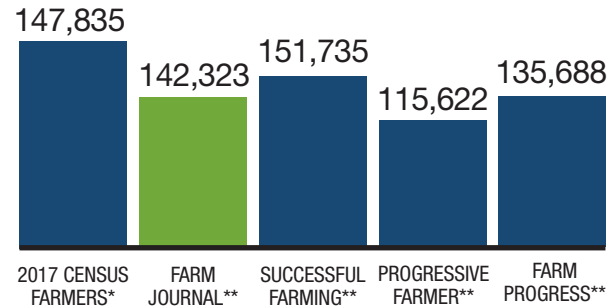
### Crop Production 1-249 Acres Soybean



**61%** of soybean growers account for 19% of soybean production\*

\*Source: 2017 Census of Agriculture – farms x average decision makers per farm  
\*\*Source: AAM June 2020 Publisher's Statement, subject to audit

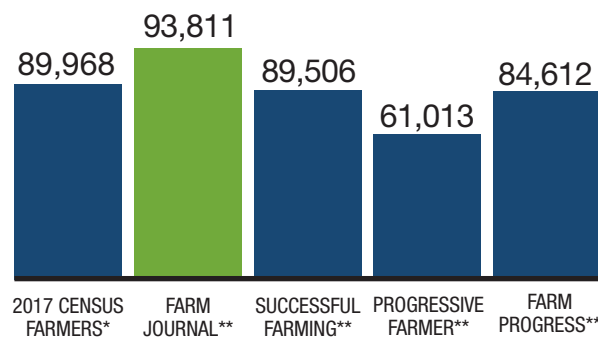
### Crop Production 250+ Acres Soybean



**39%** of soybean growers account for 81% of soybean production\*

\*Source: 2017 Census of Agriculture – farms x average decision makers per farm  
\*\*Source: AAM June 2020 Publisher's Statement, subject to audit

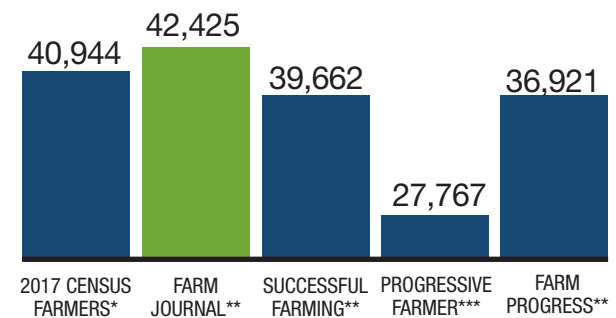
### Crop Production 500+ Acres Soybean



**24%** of soybean growers account for 62% of soybean production\*

\*Source: 2017 Census of Agriculture – farms x average decision makers per farm  
\*\*Source: AAM June 2020 Publisher's Statement, subject to audit

### Crop Production 1,000+ Acres Soybean



**11%** of soybean growers account for 38% of soybean production\*

\*Source: 2017 Census of Agriculture – farms x average decision makers per farm  
\*\*Source: AAM June 2020 Publisher's Statement, subject to audit  
\*\*\*Source: Farm Journal estimate, Progressive Farmer does not submit data for audit.





## Print Editorial Calendar\*

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT
<b>JAN</b>	12/2/20	12/9/20	1/15/21	<ul style="list-style-type: none"> <li>• Did COVID Rewrite the Future of Ethanol?</li> <li>• Assessing Your Herbicide Program's Success</li> <li>• On-the-go Seedbed Improvements</li> <li>• Grain Marketing Lessons from 2020</li> </ul>
<b>FEB</b>	12/24/20	12/31/20	2/2/21	<ul style="list-style-type: none"> <li>• Win the Furrow</li> <li>• Weed App Roundup</li> <li>• Saving a Stand in Trouble</li> <li>• 5 Tank Mix Boosters for Higher Yields</li> </ul>
<b>MID-FEB</b>	1/7/21	1/14/21	2/16/21	<ul style="list-style-type: none"> <li>• Going Niche: The Pros and Cons of Specialization</li> <li>• Optimize Your Planting Window</li> <li>• What to Know About Ultra-Early Soybeans</li> <li>• Must Have Tools for Planting</li> </ul>
<b>MAR</b>	1/29/21	2/5/21	3/10/21	<ul style="list-style-type: none"> <li>• Who is the Farmer of the Future?</li> <li>• Planting Green: Planting into Standing Cover Crops</li> <li>• End-of-Season Stand Evaluations</li> <li>• Build a Proactive Grain Marketing Plan</li> </ul>
<b>APR</b>	2/22/21	3/1/21	4/2/21	<ul style="list-style-type: none"> <li>• Protect the Farm from Cyber Crime</li> <li>• Robotic Weeding: Fact or Fiction</li> <li>• Top Reasons to Use Hydraulic Downforce</li> <li>• A Checklist for Spraying Success</li> </ul>
<b>MAY/JUN</b>	3/24/21	3/31/21	5/3/21	<ul style="list-style-type: none"> <li>• Solar Farms: The Next Land Battle</li> <li>• Weed Control: Are You Getting Your Money's Worth?</li> <li>• Convert Your 401K into Farmland</li> <li>• Top ATV Accessories for 2021</li> </ul>

\*Tentative content and publishing schedule subject to change.



## Print Editorial Calendar\*

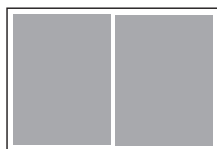
	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT
<b>JUL/ AUG</b>	6/24/21	7/1/21	8/4/21	<ul style="list-style-type: none"> <li>• Big Companies Go Country</li> <li>• The Potential of Precision Irrigation</li> <li>• Harvesting Phantom Yield</li> <li>• America's Most Wanted (Weed Edition)</li> <li>• <b>Readex Ad Study</b></li> </ul>
<b>SEP</b>	7/21/21	7/28/21	8/31/21	<ul style="list-style-type: none"> <li>• Natural Disaster: Survival of the Fittest</li> <li>• Using Cover Crops to Crowd Out Weeds</li> <li>• Create Best-In-Class Farm Safety Protocols</li> <li>• Fixer Upper: Grain Bin Edition</li> </ul>
<b>OCT</b>	8/20/21	8/27/21	9/30/21	<ul style="list-style-type: none"> <li>• The 411 on Carbon Farming</li> <li>• The Basics of Basis</li> <li>• 5 Ways to Ensure Access to Herbicide Tech</li> <li>• \$100 Ideas</li> </ul>
<b>MID- OCT</b>	9/3/21	9/10/21	10/4/21	<ul style="list-style-type: none"> <li>• When to Control Winter Annuals</li> <li>• Planting Pre-Harvest Cover Crops</li> <li>• Fall Strip-Till Preparations</li> <li>• Get Small Engines Winter Ready</li> </ul>
<b>NOV</b>	9/22/21	9/29/21	10/20/21	<ul style="list-style-type: none"> <li>• The Future of the Machinery Industry</li> <li>• Weed Myths: BUSTED</li> <li>• Data Overload: 5 Key Metrics for Management</li> <li>• Prepare Your Shop for Winter Projects</li> </ul>
<b>MID- NOV</b>	10/6/21	10/13/21	11/3/21	<ul style="list-style-type: none"> <li>• Is it Time to Retire?</li> <li>• Christmas Wish List</li> <li>• Soil Sensor Revolution</li> <li>• Maximize Your Hydraulic System</li> </ul>
<b>DEC</b>	11/8/21	11/15/21	12/7/21	<ul style="list-style-type: none"> <li>• The New Class of "Biologicals"</li> <li>• Plan your 2021 Weed Attack</li> <li>• 2020 Election in Review: A Year Later</li> <li>• Lessons from Farm Journal's Test Plots</li> </ul>

\*Tentative content and publishing schedule subject to change.

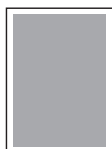


# Print Specs

**Print**   Digital   Broadcast   Events   Research



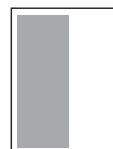
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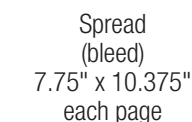
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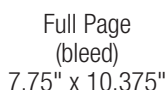
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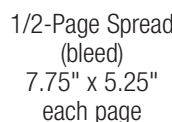
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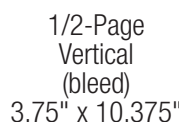
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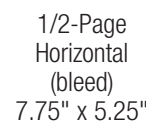
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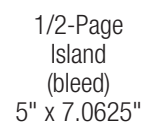
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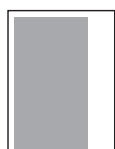
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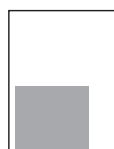
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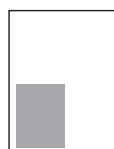
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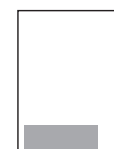
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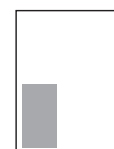
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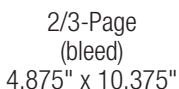
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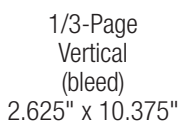
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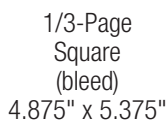
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1/3-Page  
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(bleed)  
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## Trim Size: 7.5" x 10.125"

\*\*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, please send your file to Jennifer Kaiser, [jkaiser@farmjournal.com](mailto:jkaiser@farmjournal.com).

**Printed inserts should be sent to:**

**Farm Journal:**

LSC Communications

Attn: Charles Kelly

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



# 360-Degree Product Integration

Print Digital Broadcast Events Research

## TECHNICAL SHEETS

Customized content with exclusive sponsorship in a 4-page insert with Farm Journal branding. Includes your subject and 1-page ad. Pricing starts at \$49,800.

- 4-page insert, designed to be a removable resource
- 3 pages of editorial content, 1 page for brand messaging
- High-impact, 4-color, 60# gloss text stock
- 2,000 extra copies bulk distributed to one location



## FOCUS REPORTS

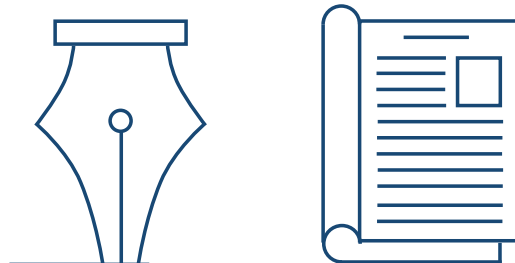
Customized editorial with exclusive sponsorship opportunity in an 8-page gatefold insert. Includes 3 pages of your ads. Topics should be relevant industry issues and actionable. Pricing starts at \$85,550.

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



Geo/demo pricing is available upon request.

## ALSO OFFERED



Advertorials  
Content marketing  
Custom publishing

## OTHER FARM JOURNAL PUBLICATIONS

Top Producer SCOOPE DROVERS Dairy Herd PORK BOWNE VETERINARIAN The Packer pmg





# 360-Degree Product Integration

Print   Digital   Broadcast   **Events**   Research

## 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.

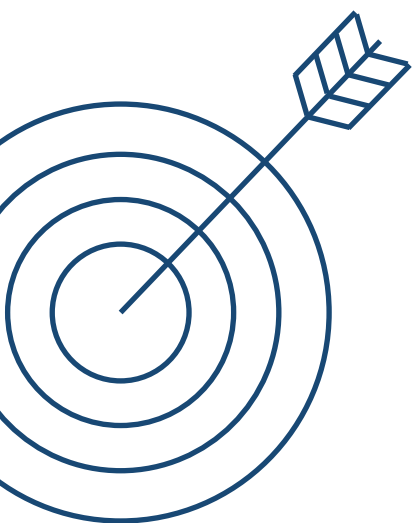
- Event concepting including theme, look and feel
- Event logistics including venue, agenda and speakers
- Event promotion through the Farm Journal network

## ROUNDTABLE

Forum for experts and industry leaders to have a discussion around a specific topic. Includes the actual event, moderator, videotaping and an end product Focus Report delivered in a Farm Journal brand magazine. Pricing starts at \$102,550.

- Event planning and execution
- 8-page gatefold Focus Report produced from roundtable content
- Raw video footage of roundtable event
- Written transcript of roundtable event

Print   Digital   Broadcast   Events   **Research**



## QUANTITATIVE AND QUALITATIVE STUDIES

Online, phone, mobile or print surveys with or without analysis. Pricing starts at \$1,500.

- 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

## DATABASE — PRECISION MARKETING

AgProgrammatic  
 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



## 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 144 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.