

# 2021 MEDIA KIT



## Top Producer

Challenging Farmers to Think Differently





# A Letter from the Editor

Dear Partner,

At Top Producer, we take pride in being the leading business magazine for farmers and ranchers. The 105,000 farm executives who read Top Producer are the "cream of the crop" and are responsible for the bulk of the U.S. farm products sold. They also purchase nearly 80% of all farm inputs, as 90% of our readers farm 1,000 acres or more.

The first issue of Top Producer, which was named Top Operator and found inside Farm Journal, hit mailboxes on the heels of the farm crisis in January 1984. It was our response to an increasing need for more business information in agriculture. In 1985, it became a stand-alone magazine.

For 35 years, Top Producer has featured brave-thinking farmers. Our pages are filled with industry-leading experts who offer real-world insights and advice. With each issue, we inspire our readers to think beyond traditional boundaries. Hence our tag line: Challenging Farmers to Think Differently.

Our competitive advantage is we are an authoritative business resource for the leaders of large-scale and diversified operations. Our content is specifically curated for these growth-oriented managers, as consolidation continues for U.S. farm operations. As a full-circle brand, 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 Top Producer. We appreciate your support.

Best,

**Sara Schafer,**  
Editor, Top Producer

## Our Editorial Team



### **Sara Schafer, Editor**

*Sara Schafer, editor of Top Producer magazine, grew up on a family 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)



### **Lori Hays, Art Director**

*Lori Hays is the art director for Top Producer magazine and has been with the company since 2014. She is also the art director for three other Farm Journal publications. She received a B.A. in art education from the University of Missouri. Lori has a passion for graphic design and also enjoys painting.*

**Contact Lori:** [lhays@farmjournal.com](mailto:lhays@farmjournal.com)

### **Jenny Shaffstal**

Digital and Social

### **Megan LaManna**

Proofreader

### **Rhonda Brooks**

Content Projects Manager

### **Portia Stewart**

Producer Media Content  
Strategy Director

### **Katie Humphreys**

Producer Media  
Content Manager

## Contributing Editors

**Sonja Begemann**

**Chris Bennett**

**Margy Eckelkamp**

**Chip Flory**

**Clinton Griffiths**

**Greg Henderson**

**John Herath**

**Katie James**

**Betsy Jibben**

**Marge Kulba**

**Anna-Lisa Laca**

**Taylor Leach**

**Tyne Morgan**

**Jennifer Shike**

## Our Editorial Mission

Top Producer magazine serves 105,000 large commercial farmers who rely on agriculture for the majority of their income. Our objective is to provide sound business advice and insights that help these producers thrive.

### ACCOUNT MANAGEMENT TEAM

**Don Davis,** [ddavis@farmjournal.com](mailto:ddavis@farmjournal.com), (630) 272-4343

**Doug Edge,** [dedge@farmjournal.com](mailto:dedge@farmjournal.com), (765) 617-0224

**Rhett Hawkins,** [rhawkins@farmjournal.com](mailto:rhawkins@farmjournal.com), (618) 250-8525

**Jaime Jonesmith,** [jjonesmith@farmjournal.com](mailto:jjonesmith@farmjournal.com), (314) 605-6004

**Chris Larsen,** [clarsen@farmjournal.com](mailto:clarsen@farmjournal.com), (913) 901-6821

**John Moy,** [jmoy@farmjournal.com](mailto:jmoy@farmjournal.com), (847) 318-7016

**Pegeen Prichard,** [pprichard@farmjournal.com](mailto:pprichard@farmjournal.com), (847) 318-7096

**Tyler Smith,** [tsmith@farmjournal.com](mailto:tsmith@farmjournal.com), (405) 612-8678

**Kaitlin Westphal,** [kwestphal@farmjournal.com](mailto:kwestphal@farmjournal.com), (641) 990-6580



# Top Producer Columnists & Experts

**Sarah Beth Aubrey's** mission is to enhance success and profitability in agriculture by building capacity in people. She strives to foster that potential through one-on-one executive coaching, facilitating peer groups and leading boards through change-based planning initiatives.

**Chris Barron** is director of operations and president of Carson and Barron Farms Inc. in Rowley, Iowa. As a farmer and financial consultant for Ag View Solutions, Chris has firsthand experience in managing margins and succeeding in any market environment. He shares tactical advice.

**Jerry Gulke** farms in Illinois and North Dakota and is president of Gulke Group Inc., a market advisory firm based in Chicago. He has more than 30 years of grain and livestock marketing experience. Jerry's focus is to inform, educate and aid producers in the areas of risk management, using futures, options, cash contracts and technical timing.

**Paul Neiffer** is an agribusiness CPA and business adviser and specializes in income taxation and accounting services specific to the farm community. This includes succession planning issues and opportunities related to taxes and compliance. Paul writes a monthly tax column for Top Producer and blogs at AgWeb.com. He was raised on a dryland wheat and pea farm in Washington state and still enjoys driving the combine during harvest.

**Greg Peterson** is the most trusted name in farm equipment. Since 1989, he has compiled more than 500,000 auction prices, which he updates on his website, MachineryPete.com. Greg shares trends and advice farmers need to know in the many segments of the machinery market.

**John Phipps** is the on-farm "U.S. Farm Report" commentator. We like to call John the conscience of Top Producer. This farmer from Chrisman, Ill., explores trends and issues facing farmers. In addition to farming and writing, John speaks often to farm and business groups and is involved in many community activities on the local, state and national levels.



Sarah Beth  
Aubrey



Chris  
Barron



Jerry  
Gulke



Paul  
Neiffer



Greg  
Peterson



John  
Phipps





## Circulation Overview

### Top Producer Total Circulation

# 105,066

Top Producer is devoted entirely to the business of production agriculture and is distributed nine times a year to more than 105,000 subscribers. Top Producer provides advertisers with additional reach and frequency to farming's most important audience. Qualifications to receive Top Producer are limited to commercial farms with 1000+ acres of corn or soybeans or 1,000+ acres of other key commodity crops. These subscribers represent less than 15% of U.S. farms but control 60% of all U.S. farm acres.

The focus on long-term business success is reflected editorially in articles profiling thought-leading producers and marketing experts, making Top Producer the authoritative business resource for large farm operators. A testament to Top Producer's affinity with large producers is the Top Producer Summit, which attracts 650+ of its subscribers to an intense three-day minibusiness school in Chicago each January.

Like Farm Journal, Top Producer was recognized as the best-read publication in its field in the NAFB's "2008 National Producer Media-Use Wave Study" and is repeatedly recognized for its editorial excellence, including capturing a runner-up award for the Grand Neal from ABM.

**Readers per copy: 2.3    Total readers: 276,152**

Readers must have 1000+ acres of corn or soybeans or 1,000+ acres of wheat, cotton or other grains to qualify for a subscription.

### Subscribers

**1000+ acre corn growers: 39,964**  
**1000+ acre soybean growers: 36,173**  
**1000+ acre wheat growers: 14,118**  
**1000+ acre cotton growers: 2,587**

### Published Since 1984

- Targets the nation's largest corn and soybean producers
- Editorial focuses on:
  - Farm management
  - Grain marketing and crop insurance
  - Human resources
  - Business technology
  - Key and current issues
  - In-depth profiles of the country's best producers
- 75% staff written
- Top Producer leads the field in editorial excellence, consistently winning journalism awards
- All stories have multiple sources (not manufacturer-supplied)

### The Top Producer Experience

#### Magazine

**TopProducer-Online.com**

**Top Producer Weekly eNewsletter**

**Top Producer Summit**

Top Producer Seminar

Executive Women in Agriculture (EWA)

Tomorrow's Top Producer

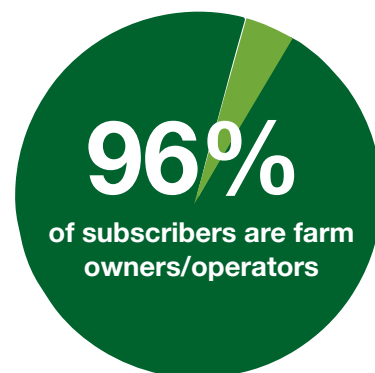
Farm Journal Legacy Project

#### Awards:

**Top Producer of the Year**

**Tomorrow's Top Producer Horizon Award**

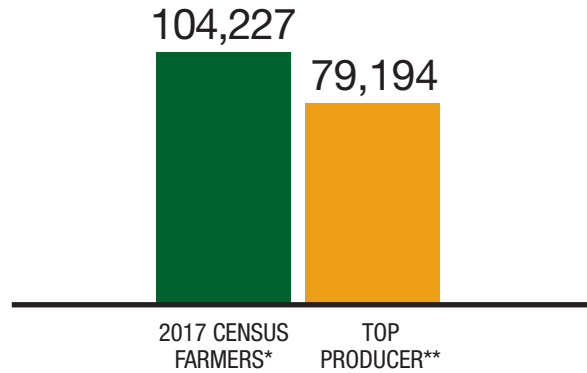
**EWA Trailblazer Award**





# Our Advantage/Competitive Differentiation

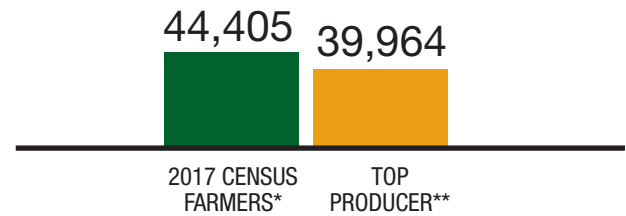
## 500+ Acres Corn



**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, subject to audit

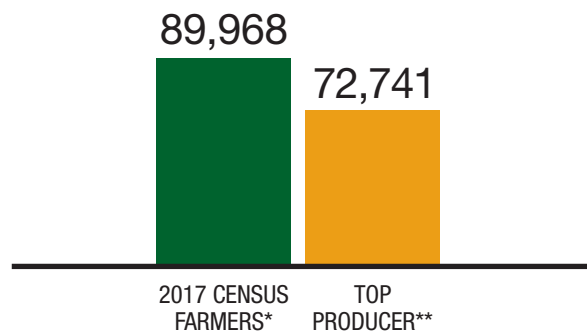
## 1,000+ Acres Corn



**6%** of corn growers account for 36% of corn production\*

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

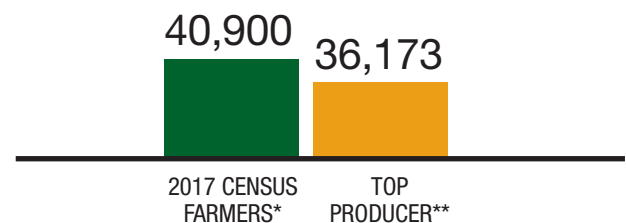
## 500+ Acres Soybean



**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, subject to audit

## 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, subject to audit



# Print Editorial Calendar\*

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT	*Tentative content and publishing schedule subject to change.
<b>JAN</b>	12/15/20	12/23/20	1/23/21	<ul style="list-style-type: none"> <li>Recommended Reading: Business Book Picks from Top Producers</li> <li>Meet a Farm Operation with Virtually No Team Turnover</li> </ul>	
<b>FEB</b>	1/21/21	1/28/21	2/27/21	<ul style="list-style-type: none"> <li>Top Lessons from the 2021 Top Producer Summit</li> <li>Meet an Executive Making a Difference: View from the Top</li> </ul>	
<b>MAR/ APR</b>	3/18/21	3/25/21	4/24/21	<ul style="list-style-type: none"> <li>Time Management: Accomplish More and Waste Less</li> <li>Cross Training: A Beneficial Priority for Planting</li> </ul>	
<b>JUL/ AUG</b>	7/1/21	7/8/21	8/7/21	<ul style="list-style-type: none"> <li>Assess Your Leadership Skills</li> <li>Meet an Executive Making a Difference: View from the Top</li> </ul>	
<b>SEP</b>	8/12/21	8/19/21	9/18/21	<ul style="list-style-type: none"> <li>Farmer Roundup: How Are You Optimizing Input Costs?</li> <li>Develop an Internship Program to Recruit Long-Term Employees</li> <li>Readex Ad Study</li> </ul>	
<b>OCT</b>	9/16/21	9/23/21	10/23/21	<ul style="list-style-type: none"> <li>Set Stellar Goals in 5 Minutes</li> <li>Create a Proactive and Accountable Decision-Making Framework</li> </ul>	
<b>NOV</b>	10/21/21	10/28/21	11/27/21	<ul style="list-style-type: none"> <li>How to Build a Mentoring Program that Pays</li> <li>Legacy Project: Help Off-Farm Heirs Stay Involved</li> </ul>	
<b>DEC</b>	11/18/21	11/25/21	12/24/21	<ul style="list-style-type: none"> <li>Smart Business Resolutions for 2022</li> <li>Meet an Executive Making a Difference: View from the Top</li> </ul>	

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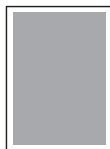


# Print Specs

**Print**   Digital   Broadcast   Events   Research



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



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



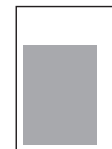
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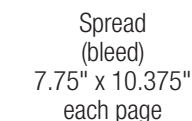
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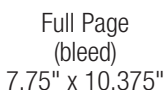
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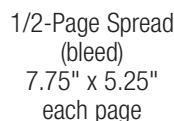
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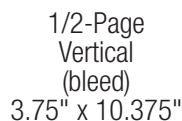
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each page



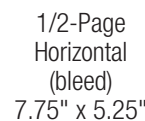
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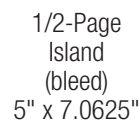
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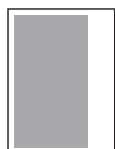
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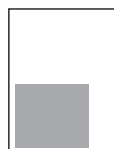
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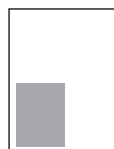
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1/3-Page  
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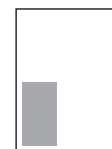
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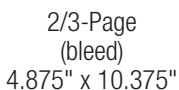
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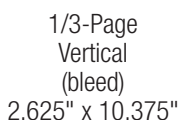
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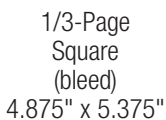
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2/3-Page  
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4.875" x 10.375"



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, please send your file to Michelle Bauer, [mbauer@farmjournal.com](mailto:mbauer@farmjournal.com).

## Printed inserts should be sent to:

### Top Producer:

LSC Communications  
Attn: Charles Kelly  
3201 Lebanon Road  
Danville, KY 40422  
Phone: (859) 238-2635

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# 360-Degree Product Integration

Print   Digital   Broadcast   Events   Research

## TECHNICAL SHEETS

Customized content with exclusive sponsorship in a 4-page insert with Top Producer branding. Includes your subject and a 1-page ad. Pricing starts at \$26,200.

- 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

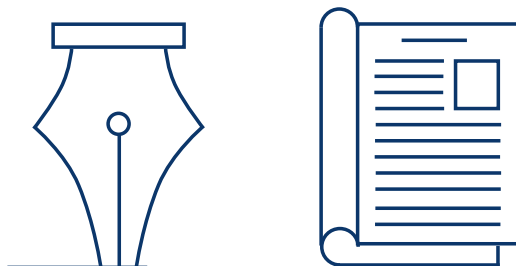
Customized editorial with exclusive sponsorship opportunity in an 8-page gatefold insert. Includes 3 pages of your ads. Topics should be relevant industry issues and actionable. Pricing starts at \$47,800.

- 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

**FARM JOURNAL**  
THE FARMER'S FAVORITE

**SCOP**  
Solutions For Top Farmer Advisor

**DROVERS**  
Serving The Best World

**Dairy Herd**

**PORK**

**BOVINE VETERINARIAN**

**The Packer**

**pmg**

**FARM JOURNAL**  
AgWeb.com

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# 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.

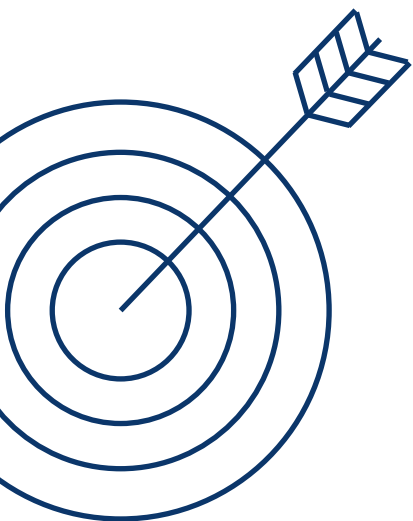
- Event concepting, including theme, look and feel
- Event logistics, including venue, agenda and speakers
- Event promotion through the Farm Journal network

## ROUNDTABLE

A 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 \$64,800.

- 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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**National Account  
Manager**

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**Enterprise Account  
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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.