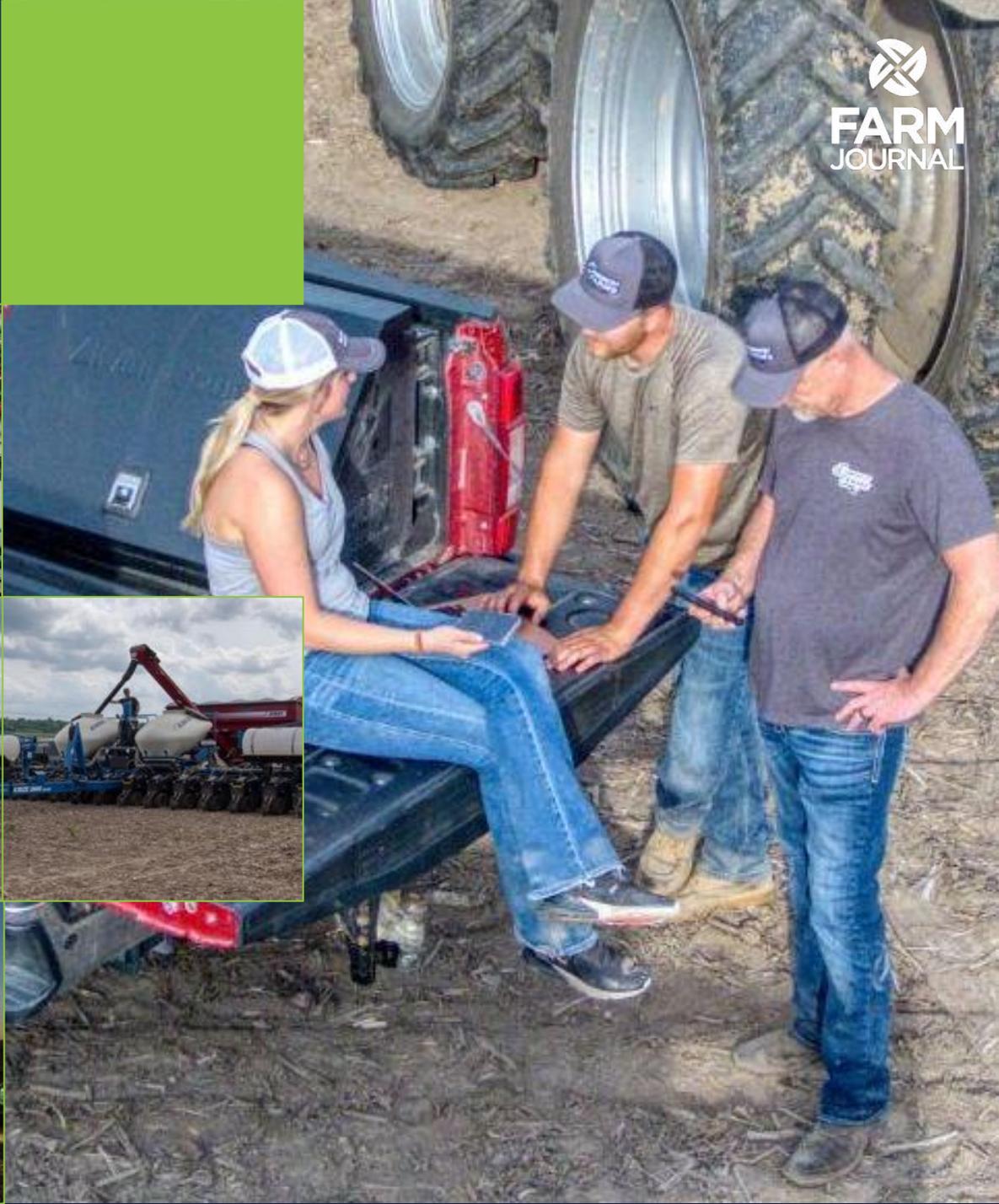
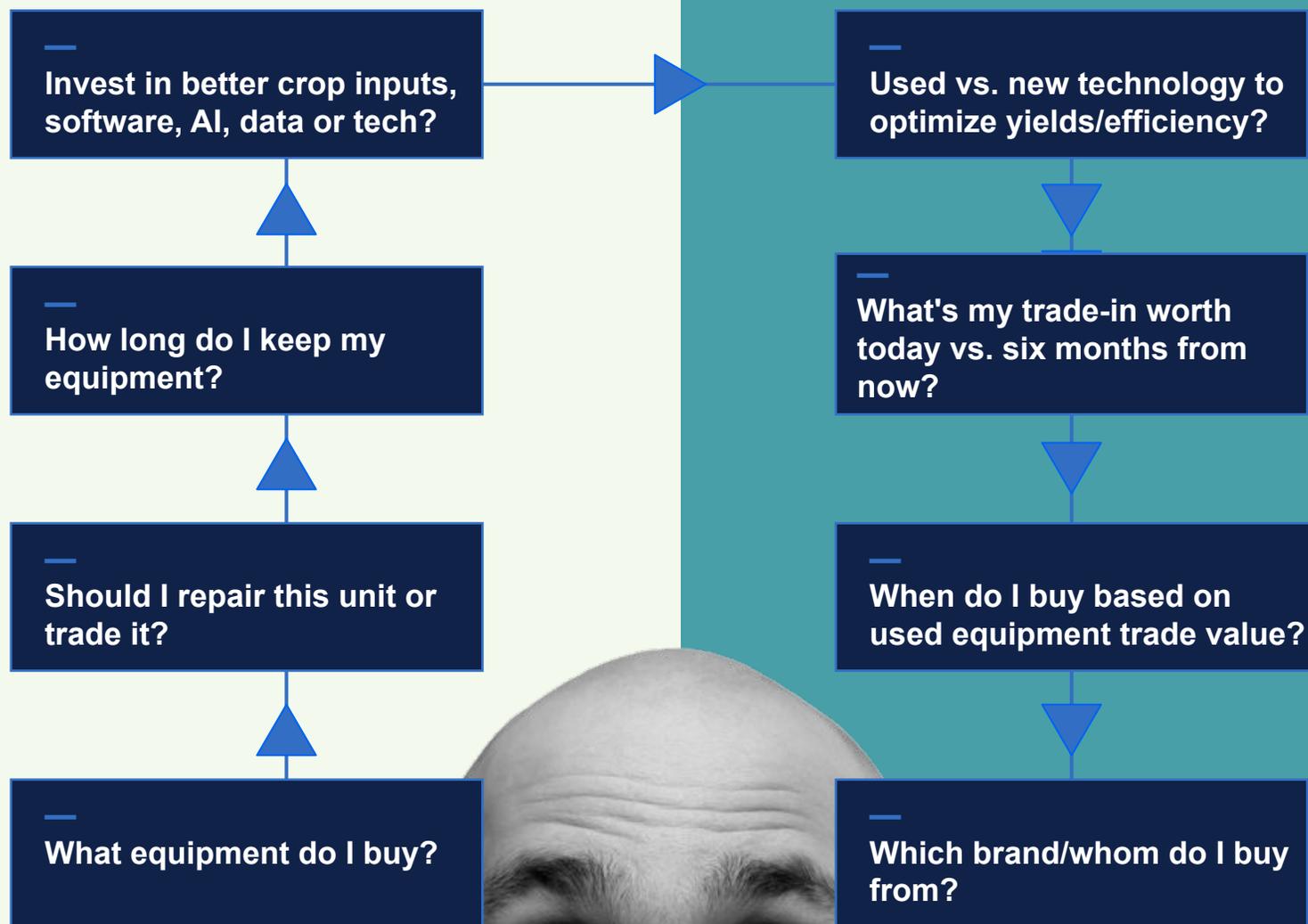


Solutions to Move Iron



Farmers start thinking about machinery purchases long before they begin shopping for specific equipment or brands.

Are you capturing those early conversations before they start shopping your competition?



Moving Iron in Today's Ag Machinery & Equipment Market

**Your customers
run the numbers
on every decision
- ROI, cash flow,
and trade timing
drive everything.**

◆ Your customers are under intense pressure to make smart economic and business decisions and are faced with more options than ever from where to source and how to finance machinery.

**Dealers, auction
houses and
manufacturers
must use
customer, market
and engagement
data to create
customers + sales.**

◆ Control your washout cycles, use data to price right, and stay ahead of your customers' buying timeline.

**Farmers'
machinery
buying habits
have changed
how they
research, identify
and purchase.**

◆ Farmers are challenged with finding the right machine that works for their operation and budget. More than ever producers are conscious of interest rates and how financing affects payments, equity and buying power.

**Updated strategies
and marketing
playbooks are
required to
optimize inventory,
manage washout
cycles and grow
profitable sales.**

◆ Ag equipment sellers must be a trusted resource, proactively answer questions and be in front of farmers and their buyer network, inside and outside their region as they evaluate machinery needs, options and timing. Going beyond features and telling the machine's story helps seal the deal.

Understand the Buyer. Move Equipment Faster.

Align strategy to drive faster, smarter ag equipment sales by:

- **Always-On, Digital-First Strategy:** Find and engage buyers where they're searching so your iron gets seen first.
- **Data-Driven Decisions:** Use buyer, sales and pricing insights to know what sells, when, and for how much.
- **Speed Matters:** Timing is everything. The faster you connect with the right buyer, the quicker the deal closes.
- **Trust Sells:** Strong relationships and credibility turn conversations into sales.

BUYERS NEED:

Low
transaction
costs

Balance
innovation,
proven tech

Affordability
& fair value

Durability &
backstory

After-sales
support and
service



SELLERS NEED:

To grow &
engage a base
of active
buyers

Accurate
equipment
valuations

Low
transaction
costs

Days in
Inventory

Cash flow,
faster
inventory
turns

Turning Market Uncertainty Into Sales Advantage

Farmers face more choices than ever — and sellers who show up early win.

Farmer Reality:

- Buy, lease, trade-in, upgrade kits
- New or used
- Local or remote
- Now or next year

Buyers don't just want equipment features. They want clarity on a smart business solution.



Be Their Market Intelligence, Not Another Salesperson: Be more than a seller, be the guide they rely on.

Target by Behavior, Not Just Location: Reach buyers based on what they're doing, not just where they live.



Share Market Intel: Pricing intel and market signals build confidence

Give Them Info They Can't Find Elsewhere: Educate with relevant content, don't just advertise



Farm Journal's Equipment and Machinery Brands

The Power of Trust + Data

Whether you're pushing order board units, building auction momentum or launching new ag tech, Farm Journal, Machinery Pete and Moving Iron connect dealers, auction houses and manufacturers with serious buyers.

Our unique approach to accelerating the buying and selling of iron is based on farmers' trust in finding the right solution to meet their business and operations requirements, they yield return on technology and the quick calculation of value for their business.

Our Machinery Brands deliver content - creating rich, first-party buyer behavior and intent data to better serve farmers the right ag equipment and machinery information and options no matter where and how they research.

Producer trust and real-time buyer data fuel our programs — helping dealers, auction houses and manufacturers, market, sell and move machinery. When producers find the right equipment, they boost yield and profitability.

The Power Behind the Iron: Trust + Data

Farm Journal, Machinery Pete and Moving Iron help move more equipment — faster.



Helping ag dealers market smarter and move equipment faster. With buyer behavior insights and trusted platforms, Machinery Pete increases your relevance, reach and results.



A Farm Journal resource built for equipment dealers, by someone who has sat in the same chair. Moving Iron brings real-world insight to the challenges of moving inventory in unpredictable markets.



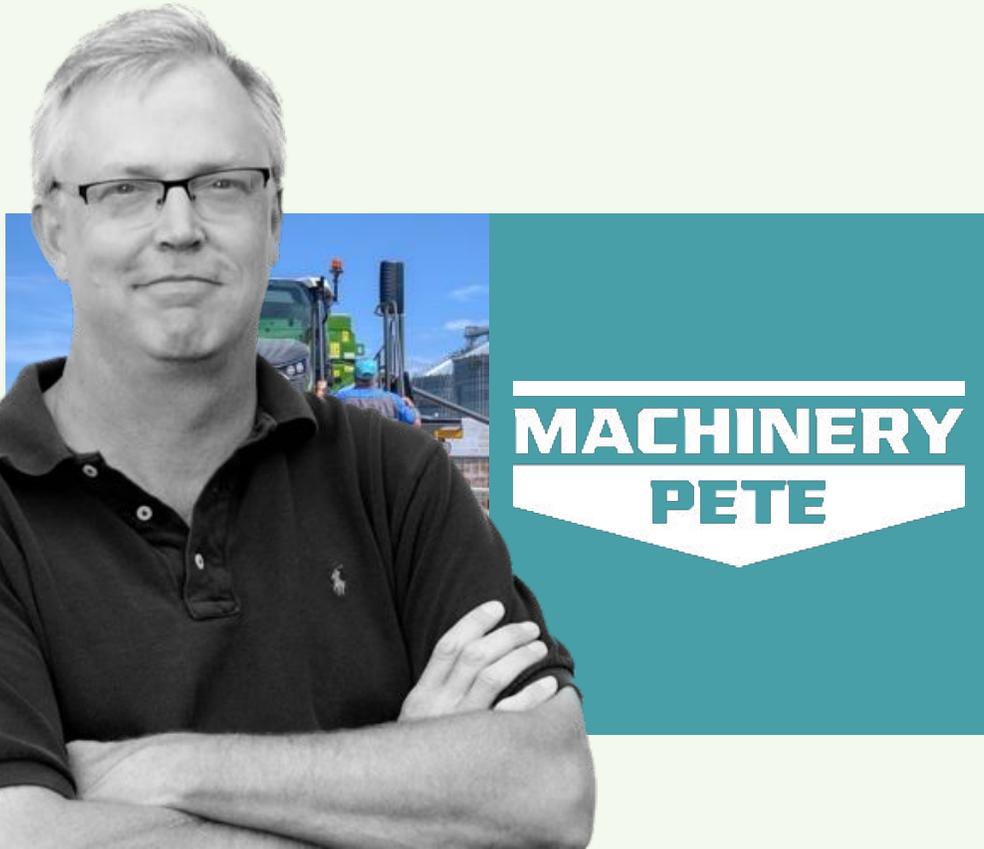
Farm Journal is trusted by producers and ranchers, providing technology, equipment and machinery trends, advances and options to serve growers' needs and requirements.



When the right buyer meets the right machine, deals happen. That's what we accelerate.

Machinery Pete

Helping ag dealers market smarter and move equipment faster. With buyer behavior insights and trusted platforms, Machinery Pete increases your relevance, reach and results.



Move Iron with Buyer - Backed Marketing

We track real buyer behavior, not website visits. You get serious prospects, not tire-kickers. With Farm Journal and Machinery Pete, we reach 4.3 million farmers and track real-time shopping behavior. Our first-party data shows who's in market and what they're after — so your iron lands in front of serious buyers, not tire-kickers. That means shorter days in inventory and better margins.

Built on Trust. Backed by Influence.

Farmers trust Machinery Pete. Greg Peterson leads the equipment conversation across TV, social and digital — where your buyers are paying attention. This trust fuels interest and makes your listings more credible.

Programs Built Around Your Goals

Whether you're selling aged inventory or building demand for incoming equipment, we customize programs to match your needs. Our data-driven approach, precision targeting and trusted platforms help you connect with serious buyers and move inventory on your terms.

Moving Iron

A Farm Journal resource built for equipment dealers, by someone who has sat in the same chair. Moving Iron brings proven insight to the challenges of moving inventory in unpredictable markets.



Built by Dealers, for Dealers

Founded by Casey Seymour, a long-time ag machinery manager and dealer advocate, Moving Iron helps dealers navigate inventory swings, optimize turns and seize buying and selling opportunities in any market.

Insight You Can Act On

Get proven strategies, sharp market reads and no-fluff ideas designed to boost margins, manage aged equipment and keep inventory moving, all from a voice who has walked in your boots.

What You'll Find

- **Moving Iron Podcast:** Weekly unfiltered takes from the front lines of the machinery business
- **Moving Iron Summit:** A dealer-to-dealer event focused on strategy, economics and staying ahead of the curve

Farm Journal

Farm Journal is the data and insights engine behind modern agriculture, giving farmers, ranchers and ag businesses what they need to grow, adapt and thrive.

Because No One Grows Alone.



Serving the Heart of Agriculture

From row crops to livestock, produce to equipment, policy to sustainability — we connect the buyers, sellers and influencers who shape the ag economy.

23 Trusted Brands

Committed to informing and guiding farmers, ranchers and growers to operate and grow profitable businesses.

20 Million Monthly Interactions

Our first-party data unlocks rich insights that ag brands and suppliers use to guide marketing and sales decisions

Omnichannel Solutions. Unified by Data.

From digital to print, TV to events, we meet ag buyers where they are, with messaging shaped by data and delivered through our trusted platforms.

Commitment and Passion

Our people have a personal investment that strengthens our professional focus to drive positive change and prosperity through agriculture, farming, food and sustainability innovation

Dealer Advantage by the Numbers

750K

Active buyers
monthly

→ Generating 5+ million
page view on Machinery
Pete

4.3

million

Verified farmer profiles
→ With crop, acreage &
equipment details

23

Trusted Ag Brands

→ Largest multimedia
network in Agriculture

5,500+

Equipment Managers

→ Engaged via Moving
Iron events, & podcasts

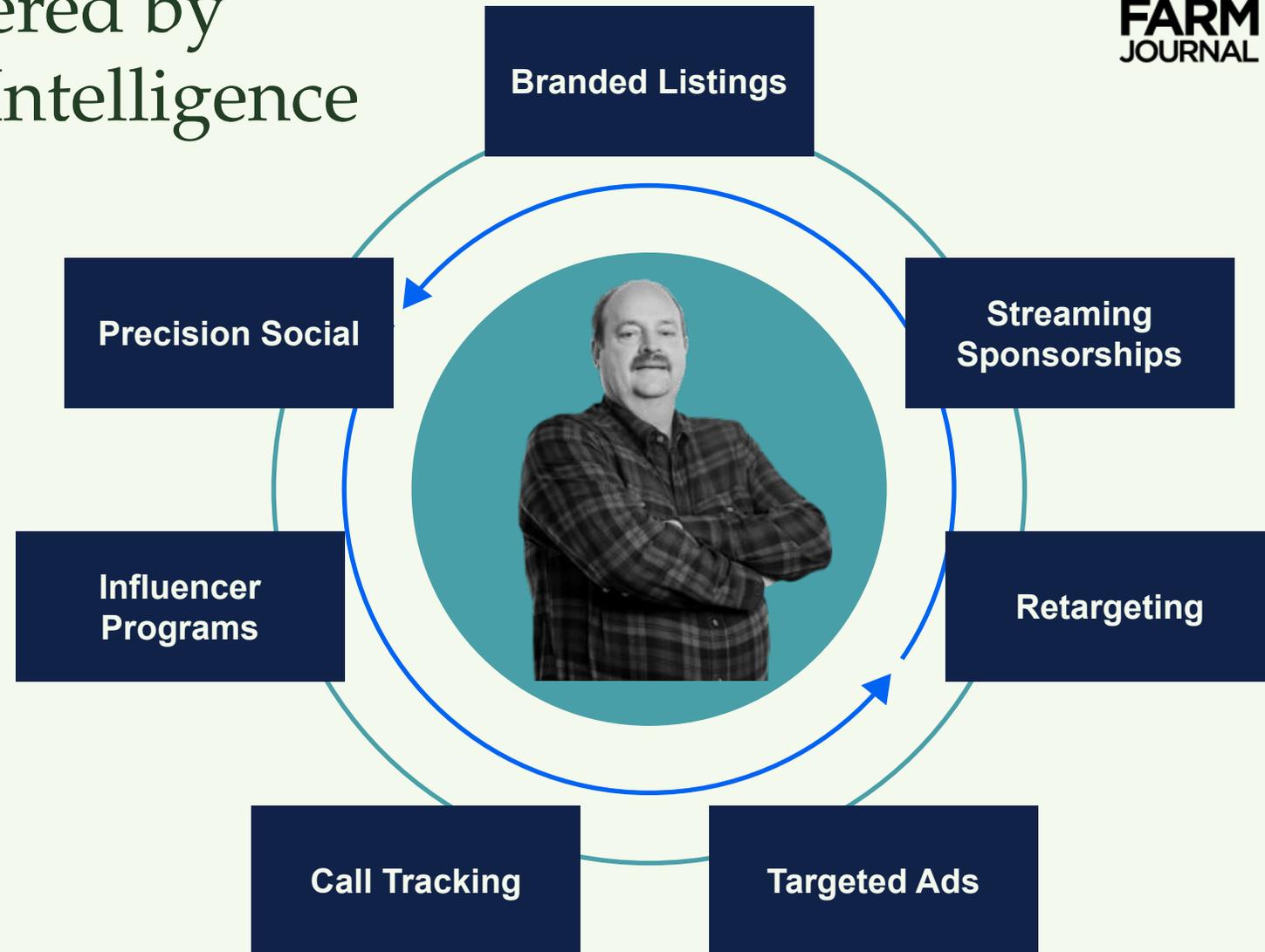
Move Iron, Faster – Powered by Machinery Pete’s Buyer Intelligence

What Dealers Achieve:

- Connect with buyers who are actually in the market.
- Shorten trade cycles to protect margins.
- Reach the right buyer where they are - don't let good iron sit because you're limited to walk-in traffic
- Grow brand preference with the right buyers at the right time.

Why You’ll Outsell Your Competition

- 750,000+ monthly listing visitors generating 5 million+ page views.
- 23 trusted ag brands — largest multimedia network in ag.
- 4.3 million first-party farmer records with detailed crop & acreage data.
- 5,500+ used equipment managers engaged via Moving Iron events & podcast.



Proven Dealer Solutions. Informed and Activated by Data

750,000+ Active Buyers

Each month, Machinery Pete drives 5 million + pageviews — giving your equipment unmatched exposure to serious shoppers.

23 Trusted Ag Brands

Led by Machinery Pete and Farm Journal, we build dealer visibility and buyer preference across TV, digital, print and social.

4.3 Million Verified Farmer Profiles

With details like acres farmed and crops grown, your marketing lands in front of the right buyers at the right time.

5,500+ Equipment Managers

The Moving Iron community delivers dealer-tested strategies, tools and podcast insights to help move more inventory.

750K

unique
Machinery Pete
visitors monthly

4.3

million total
farmer record
profiles



Farm Journal Knows the Decision-Makers Behind Every Acre and Every Head.



Government and Industry Data Sources



And more...

And more...

75% of records updated annually; none over 3 years old

Farm Journal First-Party Data

Audited | Verified | Behavioral | Affinity | Intent Data

4.3M Producer Records
5K Attributes

Farm Journal Omnichannel Brands 20 Million Monthly Interactions

Commodity Crops	Livestock	Produce	Sustainability	Equipment
FARM JOURNAL	DROVERS	THE PACKER	TRUST IN FOOD A FARM JOURNAL INITIATIVE	MACHINERY PETE
Top Producer	Dairy Herd	PRODUCE MARKET GUIDE	AMERICA'S CONSERVATION MOVEMENT	MACHINERY PETE
Top Producer SUMMIT	MILK Business Quarterly	ec EASTCOAST PRODUCE EXPO	TB TRUST IN BEEF	MOVING IRON
SCOOP	PORK	WESTCOAST PRODUCE EXPO	SUSTAINABLE PRODUCE SUMMIT	
Pro Farmer Chop Tour A FARM JOURNAL EVENT	BOVINE VETERINARIAN			
YIELD ACADEMY	MILK Business Conference			
Serving All Markets				
AGWEB	AGDAY	U.S. FARM REPORT	AgriTalk	

Online | TV | Print | Radio | Streaming | Podcasts



Know What Buyers Want - Category by Category

Unique Visitors Quarterly

With over 1.4 million monthly machinery interactions, we reveal what your customers are researching — from tractors to sprayers to planters — and when they’re showing intent to buy.

→ **Activate buyers by category, behavior and timing.**

- Track demand by equipment category and sub-category
- Spot purchase intent before the call
- Tailor messaging to their interest and stage in the buying cycle



The Ingredients of Our Machinery Portfolio

Helping Dealers Buy and Sell More Equipment, Faster



Marketplace Foundation

Branded dealer and auction listings that power personalized outreach — where your buyers already are.



Buyer Intelligence + Planning

Use buyer intelligence to build targeted programs that brand, market and move your equipment.



Precision Buyer Discovery

Cross-channel programs to connect with your buyers while they research their options.



Smart Activation + Nurturing

Use data, digital and trusted influencers to target the right buyers, build trust, and turn interest into conversions.

Dealer Solutions and Programs

Move equipment inventory, maximize profits and build loyalty

Dealer Showcase

Establish a consistent presence on Machinery Pete with your brand, to better manage inventory performance and customer engagement.



Dealer Spotlight

Showcase your inventory across listings, retargeting and digital ads designed to maximize exposure with serious buyers.



Dealer Asset Acceleration

Get your inventory in front of serious buyers through listings, retargeting and digital ads optimized for driving leads and helping you move iron faster.



New Equipment Focus

Put your name and new inventory in front of buyers, build your brand, drive engagement and move more iron.



Aftermarket

Targeted ads that keep your shop and parts counter in front of local buyers — driving traffic, repeat business and calls when downtime hits.



Machinery Auction Programs

More eyes on your auction. More equipment moved.

Pre-Auctions and Events

Drive early attention across multiple channels — built to spotlight your sale and boost bidder turnout. Build momentum before auction day.



Auction Day with Machinery Pete

Have Machinery Pete on-site to energize your sale, feature high-interest units and capture content for social and post-auction use.



Auction Amplification Program

Keep your brand in front of serious buyers year-round with always-on digital ads that build exposure, spark interest and move equipment.



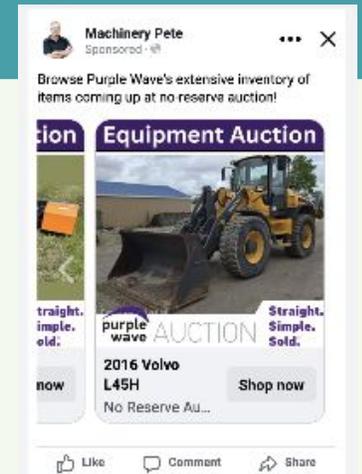
Post-Auction Promotions

Share what sold and final prices. This program puts your auction results in front of the right people, helping you earn trust and bring in new consignors.



Auction Focus

Put your name and key units in front of the right audience — build your brand and grow your business.



The Farm Journal Approach to Power YOUR Brand and Solutions to Break Through the Noise

Understand

Intelligence, data, research and insights to inform strategy

Connect

Create experiences and content that break through the noise

Activate

Multichannel media, events and programs to engage and impact sales

Perform

Optimize for impact and deliver measurable results



Let's Move Your Iron

You've seen what we can do. Now let's talk about your inventory, your challenges, and your goals - and build a plan together to move your iron faster.

Reach out today.

