

FARM JOURNAL



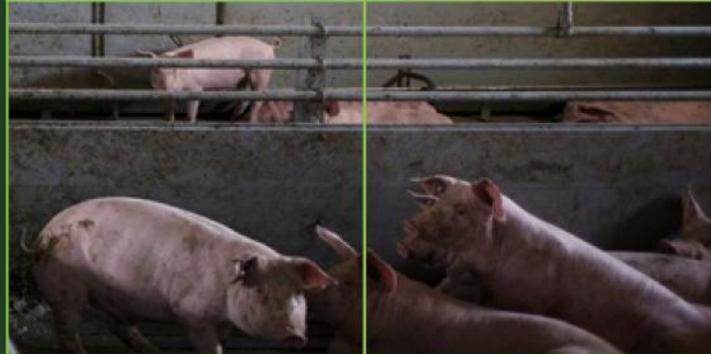
Insert
Customer
or Company
Logo

Committed
to Livestock.

Intelligent marketing
and data solutions for
the livestock industry.

Sales Rep's Name

Title
name@email.com
(XXX) XXX-XXXX





What's Inside

01	Livestock Market and Buyer Insights
02	Marketing and Sales Strategies to Break Through Livestock Markets
03	Using Intelligence and Influence to Understand Livestock Markets and Buyers
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05	Livestock Marketing Resources, Specifications and Brand Details

The World of Livestock

While the beef, dairy and swine segments share much in common, each faces its own challenges. Dairy producers, for example, are embracing technology faster. Biosecurity is a bigger concern for swine producers, while drought has had greater impact on the beef industry. Suppliers and marketers need to understand the unique nature of these segments to reach producers with the right solutions.

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* Farm Journal's Dairy Herd Management/MILK Business Quarterly State of the Dairy Industry survey
 † USDA Foreign Agricultural Service
 ‡ USDA Data
 ** USDA Hogs and Pigs Report, March 2024
 ††† Drovers 2023 State of the Beef Industry Survey

337 head

Average U.S. dairy herd size, a record high



87.15M

All cattle/calves inventory, lowest since 1951



+2/3

Number of dairies reporting five-year profitability*



+\$8.1B

Value of 2023 U.S. pork exports†

-1.1%

Avg annual decline in U.S. beef cattle operations, 2018 – 2023‡



4.6%

Increase in average pigs saved per litter over the first quarter of last year**

54%

Operations planning to add family members in next five years†††

Market Dynamics that Shape Your Strategy

The forces influencing today's livestock industry provide tomorrow's opportunities for producers and marketers trying to engage and do business with them. Awareness of these trends can help you better understand your target audience and increase sales.



Growing beef-on-dairy segment provides new opportunities



Consolidation continues throughout the industry

Market volatility and high input costs are squeezing margins



Greater public demand for traceability and biosecurity

Sustainability practices increasing across the industry



The Value of Partnership.

No one grows alone.

Supplying the world with safe, plentiful meat and dairy products has never been an easy job, and in recent years it's been harder than ever. Climate issues and volatile market prices, as well as animal health concerns, have led to consolidation across the industry. Farm Journal's passionate livestock experts understand these challenges and how to navigate them. That's why producers rely on our trusted livestock brands to stay informed and profitable. And that's why livestock suppliers and marketers turn to us to understand, identify, engage and create customer relationships.

We start by understanding our clients' success metrics, objectives and needs. Then we use the right mix of data, omnichannel performance and experiential solutions to tailor high-impact strategies and programs. Through data-driven Intelligence, we've cultivated a deep understanding of the livestock producer's decision journey. Our first-party data is constantly refreshed through interaction across our digital, print, broadcast and social properties.

Not only do we provide greater reach and engagement frequency than competitors, we also use precision targeting to identify and engage your next customer. Going far beyond basic demographics, we focus on the producers' attitudes and aptitudes, behaviors and affinities, providing strategic guidance so that the right producers are reached and inspired to act.

Our Livestock brands are backed by Farm Journal's power and tradition — because no one grows alone.

Farm Journal's Livestock Portfolio



Serving the Livestock Markets

The buyers, sellers and stakeholders that compromise the livestock markets

11 Trusted Brands

Committed to informing beef, dairy and swine producers to help them operate and grow profitable businesses

+1 Million Monthly Interactions

Generate first-party data and informed insights that livestock industry suppliers rely on to power marketing and sales strategies

Omnichannel Programs

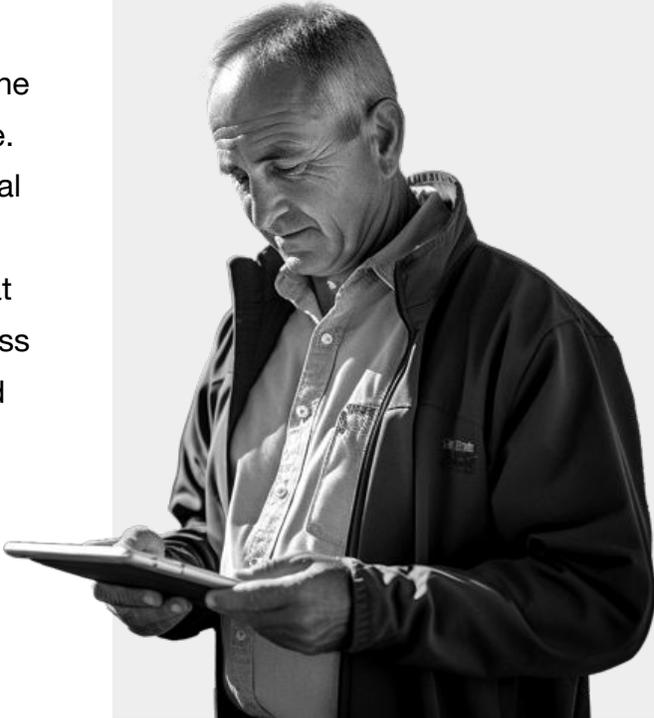
Digital, broadcast, research, print, event and experiential solutions to meet livestock producers and stakeholders where they are on their decision journey

Commitment and Passion

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

Audience Profiles to Find Your Next Customer

Farm Journal's omnichannel network not only provides wider reach than competitors, we also lead in communication frequency, which forms the foundation of our relationships with the audience. We know who they are through precise behavioral and affinities data that can guide your strategic messaging. This reach and frequency ensure that your message reaches your best prospects across multiple channels and formats, while avoiding ad or message fatigue.




Total Reach:

4.4M+

203K+

Premium Magazine
Subscribers

2.8M+

Website Unique Users

22K

Mobile Text Messaging
Subscribers

55K+

Targeted Email Subscribers

234K+

National Syndicated Radio
& Streaming Audio Listeners

858K+

Television Viewers

137K+

eNewsletter Subscribers

400+

Event Attendees

Solutions – At a Glance

Our trusted print, digital, and broadcast/streaming solutions deliver your message to livestock-industry professionals across multiple channels, which they rely on to stay informed, identify new solutions and run their operations.



Information and ideas, delivered through print and digital formats, that help beef producers improve animal production and management, business operations, and overall market performance.



Informs dairy producers and managers on how to better manage the day-to-day aspects of dairies of any size, through real-world insights and trusted information and resources.



Provides insights on how dairy producers and managers operate more efficient, profitable businesses in a rapidly changing marketplace; a major focus is on information and resources for progressive, large-scale producers.



Information and ideas, delivered through print and digital formats, that help pork producers improve animal production and management, business operations, and overall market performance.



Critical business information, ideas and advice for forward-thinking dairy producers to improve their operations and grow their business.



The only business publication for veterinarians, nutritionists and consultants who provide care for beef or dairy cattle.



The industry's publication of record provides in-depth coverage of Ag news and information, including information specific to pork producers.



Farm Journal's digital hub provides news and information on all segments of agriculture, including pork.



The weekday newscast for American Ag provides farmers and ranchers with news, weather, and business headlines to keep producers and suppliers in all segments informed.

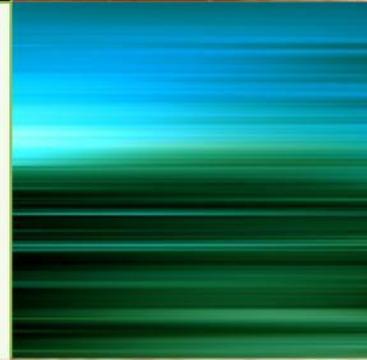
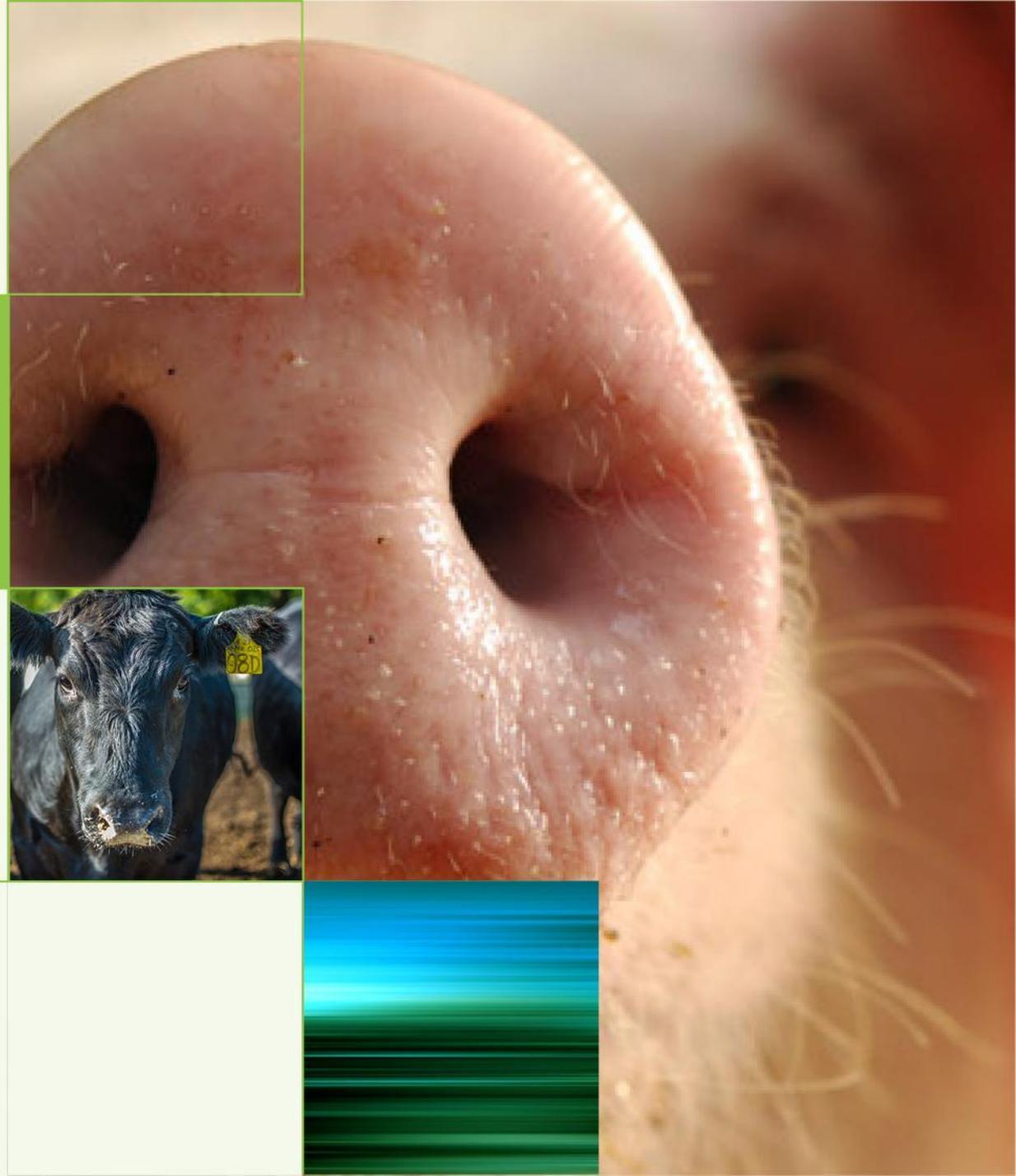


The longest-running syndicated TV program focused on agriculture, rural issues, and the country lifestyle, airing each weekend on stations coast-to-coast.

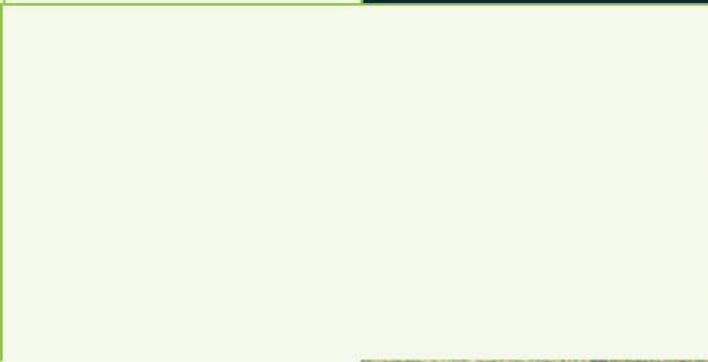
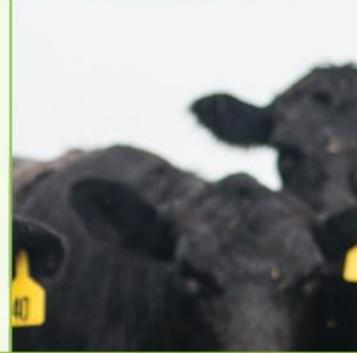


American Ag's radio talk show airs live for two hours each weekday. It covers farm and ranch production, policy, technology and market analysis.

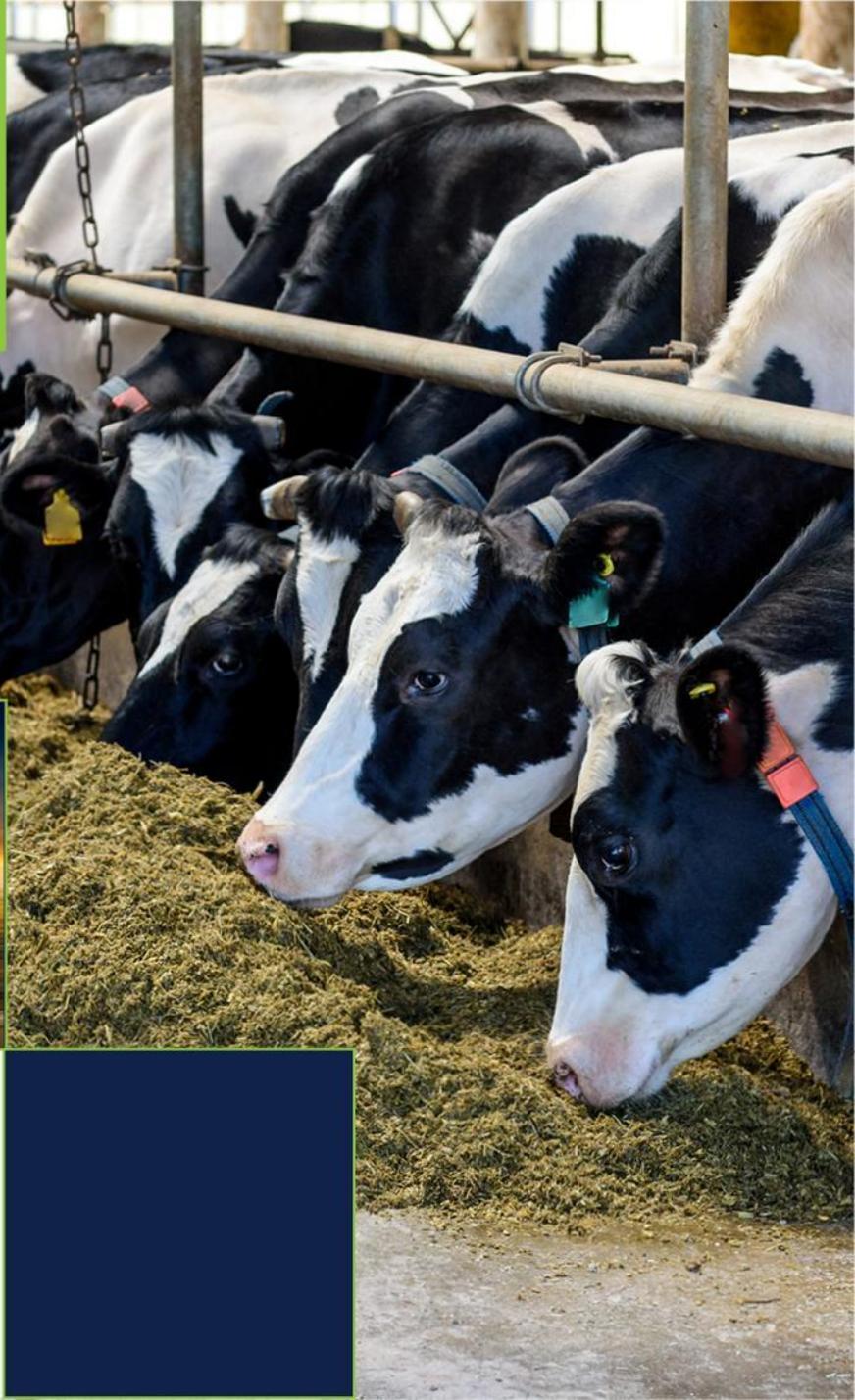
Livestock Market and Buyer Insights



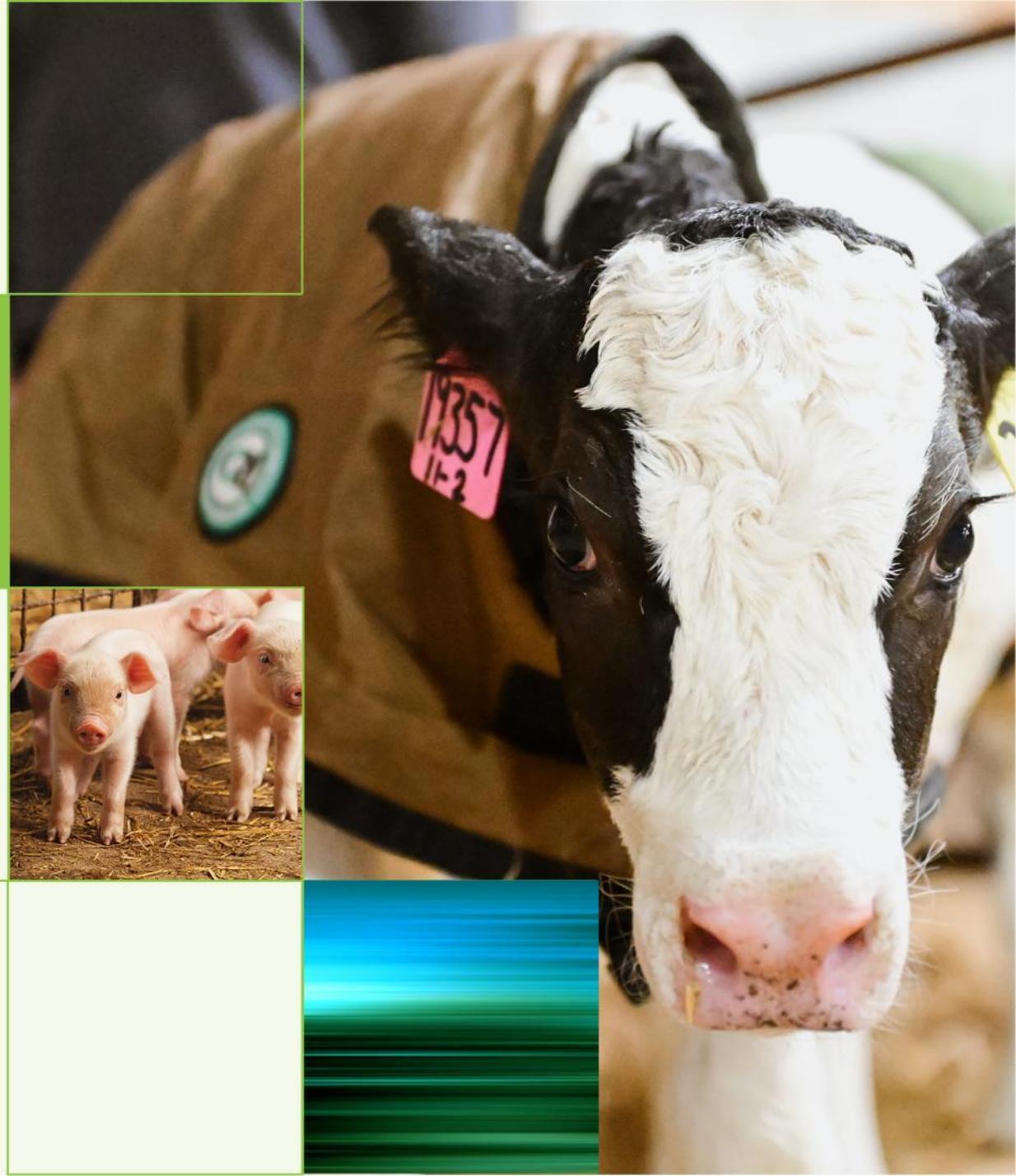
Marketing and Sales Strategies to Break Through Livestock Markets



Using Intelligence and Influence to Understand Livestock Markets and Buyers



**Farm Journal
Livestock Brands
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Find, Connect and
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Livestock Marketing Resources, Specifications and Brand Details



Thank You

We thrive on collaborating and co-creating with our customers to develop strategies and programs that deliver on your goals and metrics.

Schedule a planning session today!

Sales Rep's Name

name@email.com
(XXX) XXX-XXXX

