

Dedicated to Pork Production

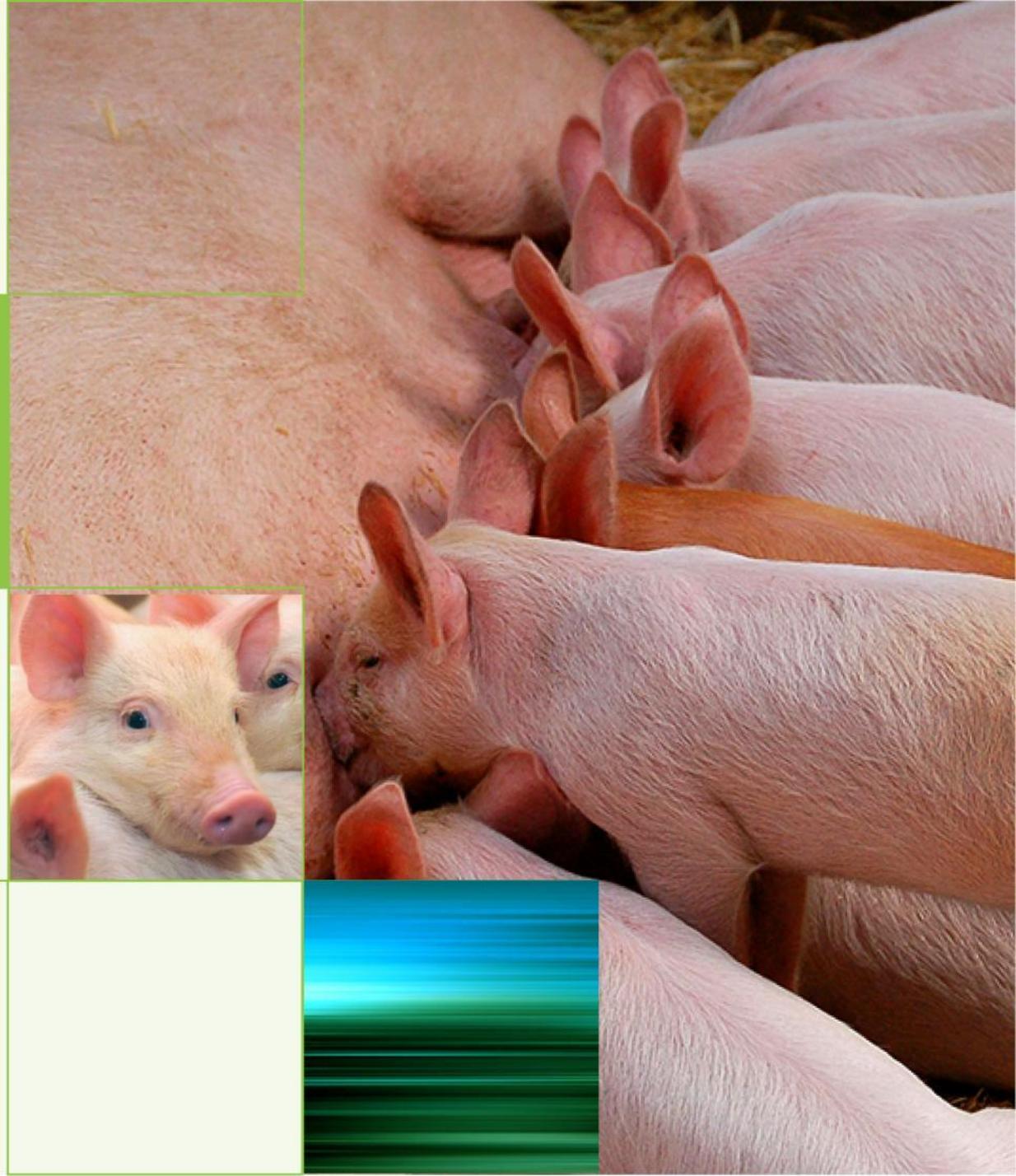
Intelligent, connected,
and experiential marketing solutions
for the pork industry.



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Swine Market and Buyer Insights



The World of U.S. Pork

With a market value of \$8.1 million and a consolidating number of pork producers and operations, your marketing has to be data-driven, precise, and built on strategies to break through a crowded marketplace.

6.98
BILLION POUNDS
Projected 2025 Pork Exports**



149
MILLION

Hogs are annually marketed in U.S. ‡



\$8.2
BILLION
Value of U.S. pork exports†



100+
countries import U.S.-produced pork‡

60K +

Total Pork Producers ‡



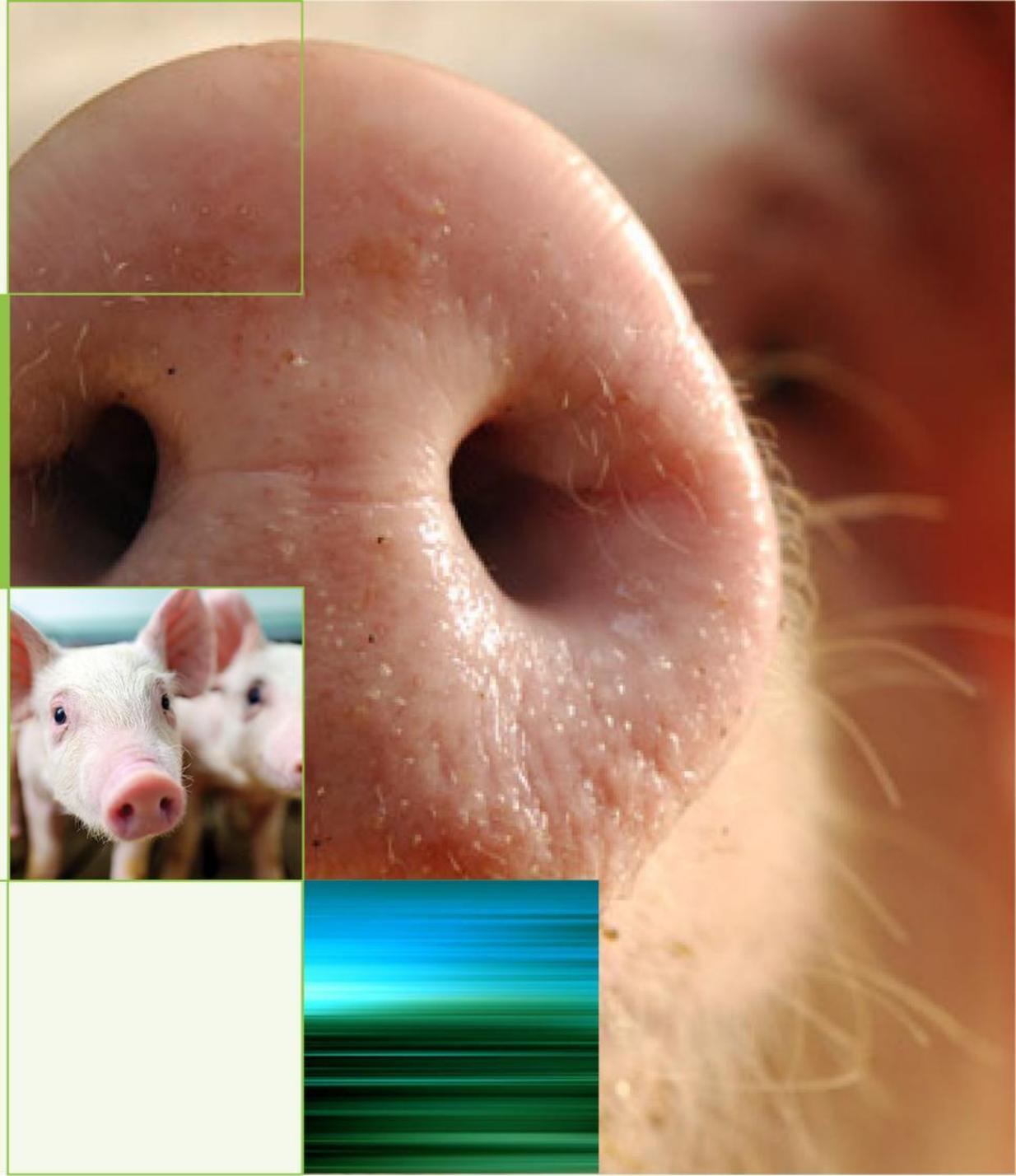
“U.S. pork producers are experiencing some profitability after one of the toughest economic downturns in history. Cautiously optimistic, they are investing in technologies and practices to boost herd health, lower costs and decrease labor needs. From rallying around a new domestic consumer campaign to seeking more export opportunities, the resiliency, work ethic and heart of U.S. pork producers remains unmatched.”



Jennifer Shike

Editor, PORK Magazine

Marketing and Sales Strategies to Break Through Swine Markets





Imagine what it's like
to be a farmer.

15k+ brands, 40k+ products
competing for attention.

Farm Journal Swine Portfolio

Serving the Swine Market

We are committed to providing the news and information swine producers, processors and stakeholders need to be successful in their business

Swine's Most Trusted Brands

Award-winning content created to inform and guide swine producers as they operate, evolve and grow profitable businesses

We Know Swine Producers

Daily interactions with swine producers generate first-party data and informed insights to power marketing and sales strategies

Omnichannel Programs

Swine content shared on digital, broadcast, research, print, event, and experiential platforms meet buyers where they are on their decision journey

Commitment and Passion

Our people have a personal investment that strengthens our professional focus to drive positive change and prosperity throughout the swine business

Problems We Solve

Who is my ideal customer, market, or audience?

What do I need to know about them?

What are the best ways to influence my audience?

Who is ready to adopt new practices?

How should I design my content and marketing plan for this group?

Producer Pools

With Farm Journal's unique data set on thousands of swine decision-makers plus advanced data modeling, we create curated visualizations and lists of your market size and the people you should target so that you can be precise and achieve better results.

Producer Profiles

Farm Journal's unique data and expertise in swine audiences drives deep understanding into the human dimensions of change to arm you with the data you need to maximize impact and influence with your target group.

Producer Playbooks

Audience profiles allow Farm Journal to bring you expertise and insights into the swine industry and build actionable strategies that can influence a producer's decision journey.

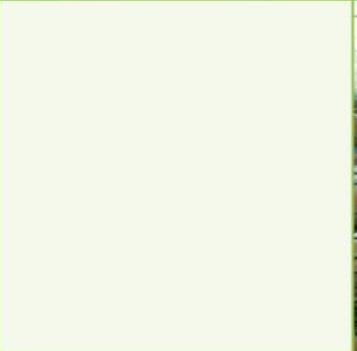
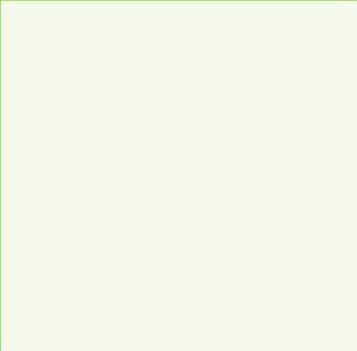
Readiness Index

Farm Journal brings expertise into ag sustainability and the human dimensions of change to provide actionable insights to connect with producers most ready to change.

Content Support

Farm Journal's knowledge and expertise of ag decision-makers provides you with a detailed toolkit to plan the timing and messaging of your content and marketing efforts to align to the needs and interests of producers.

**Using Intelligence and
Influence to Understand
Swine Markets and
Buyers**



The Power of Intelligence and Influence



Find Your Next Customer

Pinpoint the people most receptive to your message, product, or solution

Understand and Plan Your Territory

Visualize the locations where your best potential customers are clustered

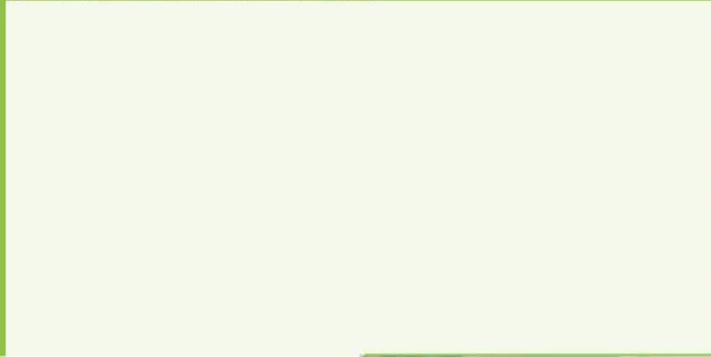
Understand Pork Producers

Understand what motivates the people at the heart of ag to change or buy

Turn Data Into Intelligence and Influence

Get actionable insights and strategies to drive your sales, marketing, or outreach programs

**Solutions to Find,
Connect and
Activate Your Next
Customers**



Solutions – At a Glance

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

Farm Journal's **PORK**

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

FARM **JOURNAL**

The “Farmer’s Favorite” publication provides in-depth coverage of ag news and information specific to pork producers.

FARM JOURNAL **AG** **WEB**

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

Top Producer

Top Producer provides sound business advice and insights that help large-scale commercial farmers and livestock producers thrive.

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.

U.S. FARM REPORT

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

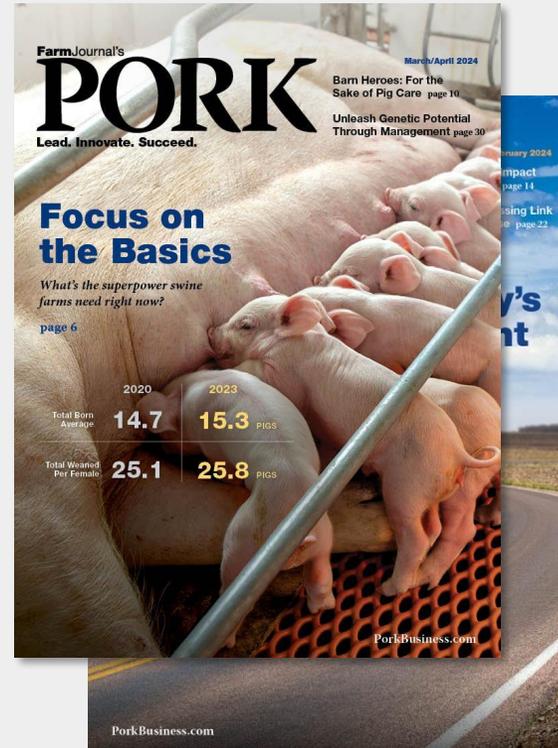
Agri **Talk**

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

Audience Profiles to Find Your Next Customer

Pork industry professionals throughout the supply chain come to Farm Journal brands, such as PORK magazine, for trusted, timely information. Our omnichannel network provides a deeper reach than competitors and the communication frequency required to develop awareness, relevancy and engagement with your target buyers. Farm Journal customers can count on the industry's most comprehensive pork producer behavior and affinity data to deliver better results with every program.

Pork producers engage with us via digital and print content, eNewsletters, social media, and broadcast channels, including pork producer favorites - AgDay, AgriTalk and U.S. Farm Report.



FarmJournal's
PORK

PORK Magazine Audience

14K+

TOTAL CIRCULATION

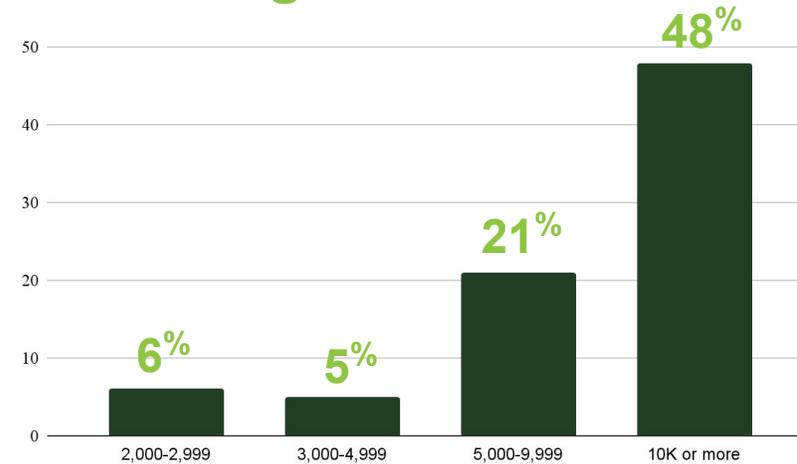
Editorial director Jennifer Shike appears every Friday on both AgriTalk (100+ radio stations in 19 states) and AgDay (250,500 total viewer ratings) with her weekly "Pork Report."

FarmJournal's PORK

Swine industry professionals rely on PORK for up-to-the-minute news and for guidance on maximizing efficiency, productivity and profitability. Through print and digital editions, PORK also emphasizes animal well-being, sustainability and product quality. PORK regularly augments service journalism with inspiring and motivating stories that are used to navigate the dynamic, challenging pork business.

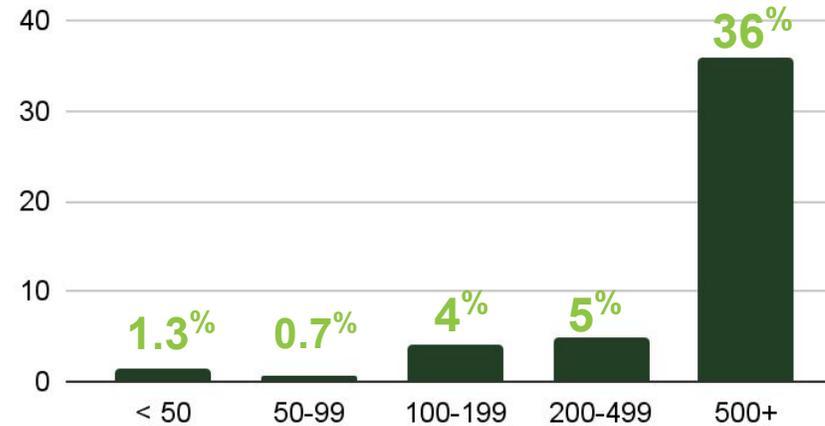
Running your programs within this trusted, information-rich environment aligns your message and value with the issues your target customers care about and think about.

Hog Producers



Herd Size

Sows on Farm



Herd Size

FarmJournal's **PORK**

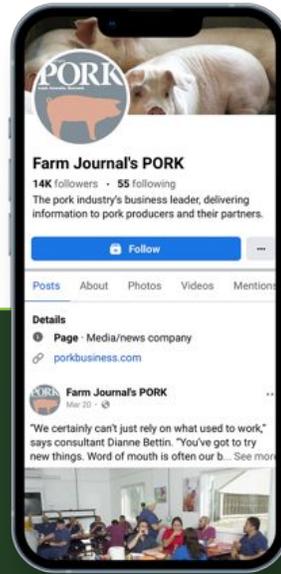
Content

Producers and other industry professionals find information in every issue about:

- Sow and pig management
- Employee and financial management
- Trade news and insights
- Animal health and nutrition
- Bacon Bits (industry influencers)

Reach and Frequency

Pork industry producers and managers engage with our content through our website, eNewsletter, digital edition, and social media. This omnichannel solution ensures your brand and value message is in front of the right prospects as they read, research, and review options for their pork business and operations.



63K+

Average Monthly Pageviews

1K+

Instagram Followers

47K+

Average Monthly Users

14K+

eNewsletter Subscribers

15K+

Facebook Followers

2K

LinkedIn Followers

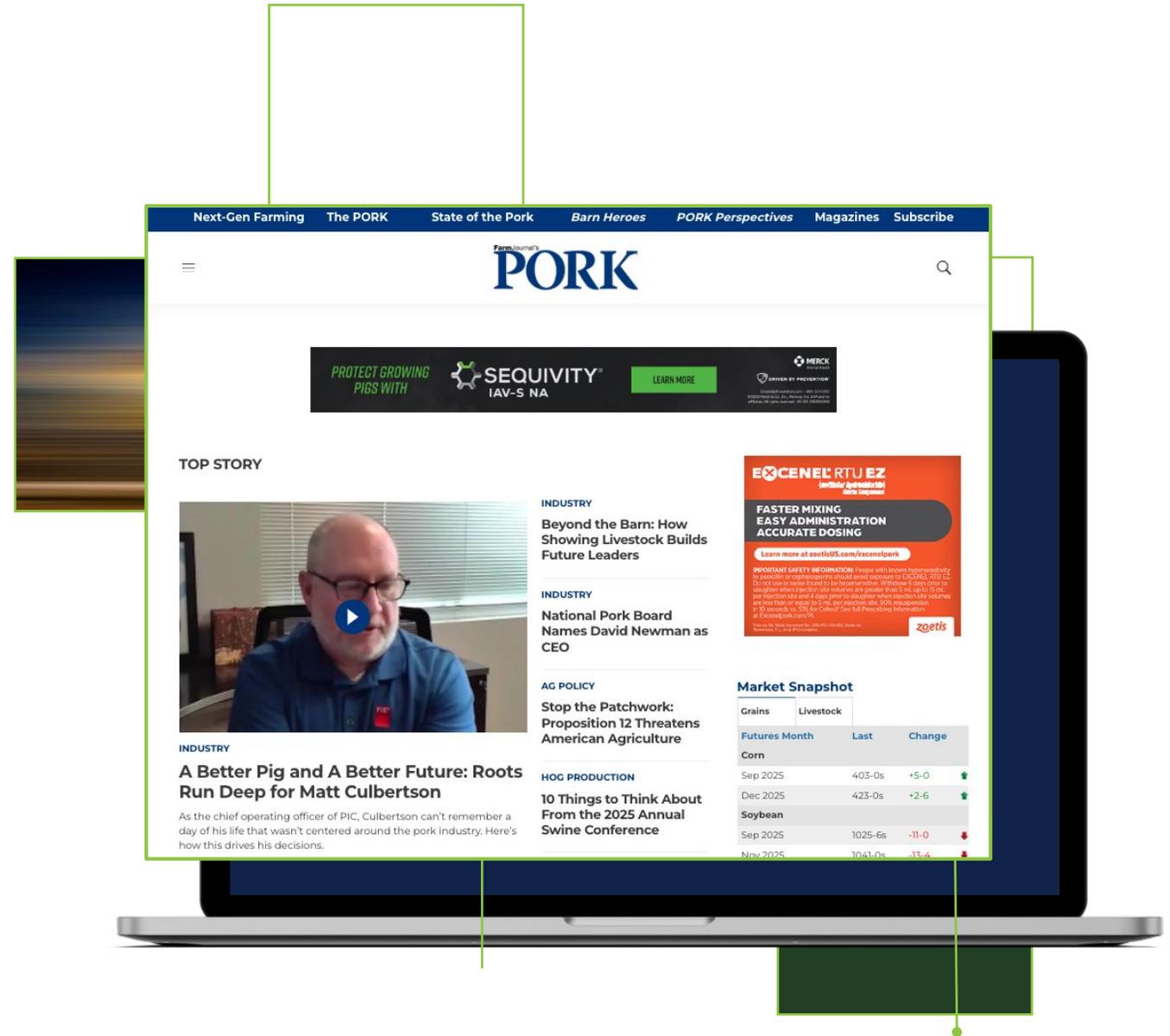


Digital Solutions

When you need to increase brand awareness or reinforce your value proposition, advertising on **porkbusiness.com** delivers your message to a qualified audience of pork industry decision makers in a contextual environment.

Options include:

- Static and animated ads in a variety of sizes and placements
- High-impact, expandable and scrollable ads
- Engaging video ads
- Seamlessly integrated native ads
- Site-spanning wallpaper ads



eNewsletters

100% Opt-In Requested Subscriptions

Our newsletters offer vital insights for pork producers to run their operations. For marketers, newsletters provide pork producer data, making newsletters the ideal platform to reach producers directly in their inboxes.



Farm Journal's
PORK
18,800
Subscribers
Delivered Daily

Farm Journal's
PORK
1,972
Subscribers
Delivered Monthly

FARM JOURNAL
AGWEB
169,000+
Subscribers
Delivered Daily

Programmatic Marketing

Precise targeting at scale to drive consideration and conversion.
Premium off-site digital activation.

Solution Summary

Combining Farm Journal's trusted and complete market access with Precision Reach's next-generation technology gives you the most robust solutions to deliver high ROI campaigns. Deliver impressions to your audience wherever they go in the digital space

Program Stats

- 4,300,000+ total records matched to smartphones, laptops, tablets and smart TVs
- Primary DSPs: Trade Desk, Google DV360, StackAdapt

Row Crops

1.4M+

Corn, Soybeans,
Cotton, Wheat

Ag Retailers

73K

U.S. and Canada

Farm Equipment Dealers

8K+

U.S. and Canada

Specialty Crops

335K+

Fruits, Veggies,
Tree Nut & Vine

Beef

354K+ Cow/Calf

146K+ Feedyard

5K+ Vets/Nutritionists

Dairy

121K+ Producers

7K+ Vets/Nutritionists

Swine

57K+

Producers, Vets

Other Audiences

1.9M+

Landowners, Non-Operators, Agronomists,
Nutritionists, Consultants, Agribusiness

Top Producer SUMMIT

Our 2025
attendees
represented...

1,946

Average Total
Beef



\$4.3M

Average Gross
Farm Income

Meet the Elite

Top Producer Summit draws a unique crowd of successful, innovative entrepreneurs who are seeking new ways to give their operations a competitive advantage. As a sponsor, you will join a roster of top industry brands and network with some of the best producers across the country.

Your broad visibility throughout Top Producer Summit enables exceptional opportunities to find your next customers through:

- Networking and relationship building
- Conversation and lead generation
- Building and differentiating your brand and offerings

2026 Event:
Renaissance Hotel
Nashville, TN
February 9-11, 2026

FARM  JOURNAL

54

Average age

3,198

*Total average
acres



23k

Average Total
Swine

778

Average Total
Wheat

3,810

Average
Livestock

1,405

**Average Soybean
Acres

1,526

**Average Corn
Acres

1,268

Average Cotton
Acres

Swine Marketing Resources, Specifications and Brand Details



FarmJournal's

PORK

2026 Production Calendar:

[Click here for 2026
Editorial Calendars](#)

[Click here for Farm Journal
Print Specs](#)

Our Team

With unsurpassed expertise, our team produces trusted, timely content respected by the audience you want to reach.

Content Team

Katie Humphreys | Executive Editor & Farm Journal Editor

Clinton Griffiths | Executive Producer & AgDay Host

Tyne Morgan | U.S. Farm Report Host

Greg Peterson | Machinery Pete

Chip Flory | AgriTalk Host

Margy Eckelkamp | Top Producer & The Scoop Brand Leader

Jennifer Strailey | Produce Editorial Director

Angie Stump Denton | Drivers Editorial Director

Karen Bohnert | Dairy Editorial Director

Jennifer Shike | Farm Journal's PORK Editor

Andrea Bedford | Animal Health Editor

Michelle Rook | National Farm Journal Broadcast Reporter

Rhonda Brooks | Agronomy Editor & Bovine Veterinarian Editor

Matthew Grassi | Technology & Machinery Editor

Davis Michaelsen | Land Owner Editor

Hillari Mason | Market Analyst, Pro Farmer

Lane Akre | Junior Economist, Pro Farmer

Chris Bennett | Issues Editor

Taylor Leach | Assistant Editor, Dairy

Christina Herrick | Produce Editor

Jill Dutton | Associate Editor, Produce

Kerry Halladay | Associate Editor, Produce

Contact Us

Find out more about how we help you connect with the audience that's most crucial to your company's success.

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