



meredithagrimedia™

farming · growing · living



2016 Media Kit



The Meredith Agrimedia™ brand builds on a 110-year heritage of serving the information needs of rural and farm families. It serves as the umbrella brand for multiple properties, including Successful Farming®, Living the Country Life®, Agriculture.com, Country Gardens®, and Ageless Iron®. Meredith Agrimedia provides marketing solutions by engaging those living on the land, whether they are landowners or they are earning their living off the land.

Our Brands



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Agriculture



Letter from the Editor of **Successful Farming**

T rue to our name, **Successful Farming** magazine is all about success. Farmers don't need more information about problems, but they do need and seek ideas that provide solutions. The goal of our editors is to help farmers make money, save time, and grow their satisfaction in the challenging business of farming. That's why we pack every issue of *Successful Farming* magazine with ideas that farmers can take right to the field, barn, shop, grain center, office or home and put to work.

To all the advertisers in *Successful Farming* magazine who share our mission in serving farm families, I salute and thank you. Your products and services provide hardworking solutions to help farmers be more productive and to further enjoy their work and lifestyles. Thank you for being part of our great industry of agriculture and for choosing *Successful Farming* magazine to communicate your message to America's farm families. Together we deliver on the promise of success.



Dave Kurns
 Editorial Content Director
 Successful Farming Magazine
 david.kurns@meredith.com
 Twitter: @davekurns

Our Brands

Print



Digital



Broadcast



Experiential



Insight



Successful **Farming**[®]



Successful Farming magazine serves the diverse business, production, and family information needs of families who make farming and ranching their business. Our passion is to help them make money, save time, and grow their satisfaction in the farming business.

Frequency

13 times per year

January, February, Mid-February, March, Mid-March, April, May, August, September, October, November, Mid-November, and December.

90%
grow corn

80%
grow soybeans

70%
raise livestock

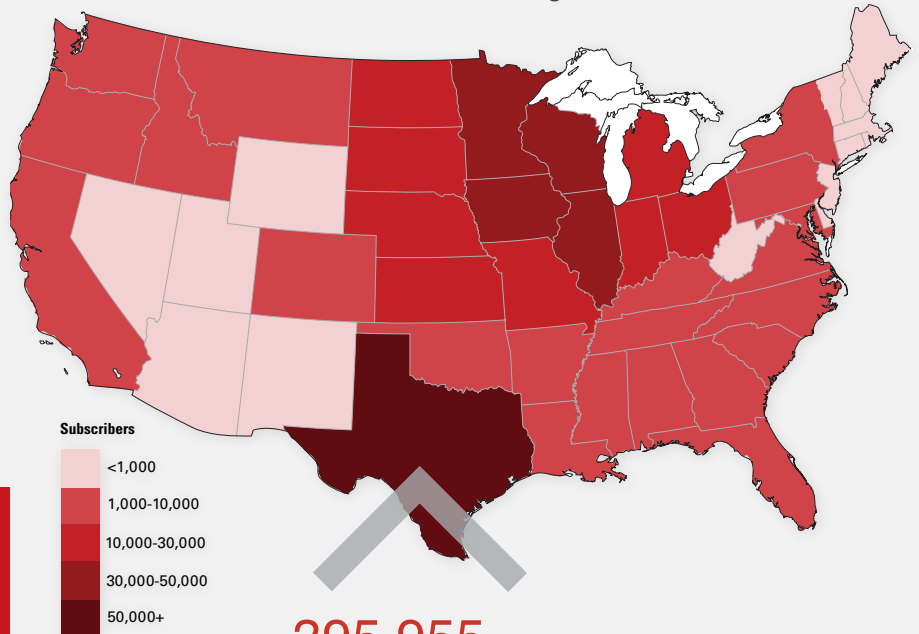


Award-winning content and design

- 17 AAEA 2015 awards
- Matt Strellecki—Art Director AAEA Designer of the Year Award for 3 consecutive years

Editorial Overview

- Research-backed agronomy articles
- Marketing and risk-management advice
- Machinery and technology news and reviews
- Livestock coverage



395,955

total average paid and qualified non-paid circulation*

315,790 qualified non-paid circulation

80,165 paid circulation

*Successful Farming June 2015 AAM Publisher Statement



Beef Insider® is a special editorial section within the *Successful Farming* magazine that provides in-depth coverage of the beef industry.

6 issues per year:

January, Mid-February, Mid-March, April, August, and November

Reaching over **300,000** farmers

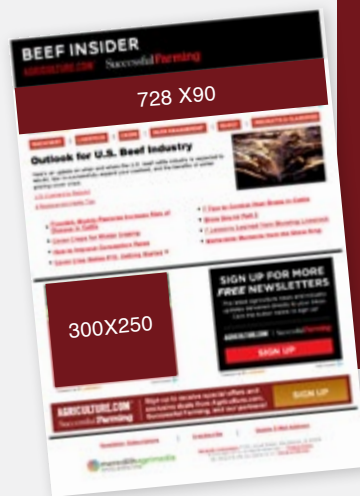
Beef, Fed Cattle, Dairy, Hay, and/or Alfalfa

Each 5-page section of Beef Insider® is electronically delivered to any *Successful Farming* magazine reader who produces beef, fed cattle, dairy, hay, and/or alfalfa.



Beef Insider® structure:

- Main feature: 2 pages
- Health page
- Product page
- State-of-the-industry page



Monthly Beef Insider® Enewsletter

Delivered monthly to opt-in subscribers.

Content is a mix of current industry news, health tips, and products.

[A] AGRICULTURE.COM

Agriculture.com is the leading online destination for farmers and those involved in agriculture. The site is a daily must-visit spot for producers engaged in discussions about the latest in farming news, markets, agronomy, and machinery. With industry-shattering engagement metrics, Agriculture.com is a prime place for your marketing message to be delivered to an engaged, social audience.

The screenshot displays the Agriculture.com website interface. At the top, there is a navigation bar with the site logo, a search bar, and links for 'FARM SHOP IDEAS', 'MACHINERY INSIDER', and 'AGELESS IRON'. Below this, a banner for the 'Successful Farming MACHINERY SHOW' is visible, with broadcast times: 'THURSDAYS at 8 P.M.', 'FRIDAYS at 12 A.M.', and 'SUNDAYS at 9 P.M.'. A secondary banner indicates 'ALL TIMES CENTRAL ON RFD-TV'. The main content area is divided into several sections: 'THE [A] LIST' featuring articles like 'China Grows More Corn' and 'Comfield's Cool Block "O" Designed to Spur Conversations on Precision Ag...'; 'Featured Videos' with thumbnails for 'Cover Crops-Cool', 'Cover Crops-Seeding Methods', 'Cover Crops-Select Seed', and 'Cover Crops-Happy Landlords'; 'Market Updates Machinery Show' with video thumbnails for 'Marketeer: Corn, Soybean Markets', 'Marketeer: China Bombs US Farm', 'Drones Part 1: The State of U.S.', and 'Bowling Alley Workbench-All Around'; 'Latest News' with headlines such as 'Farmers National: 2015 is Key For Land Market', 'Successful Land Sale: Marshall County, Indiana Farms net \$4,054 per acre', and 'Women in Ag: All About the Kids'; and 'Markets' with a table showing price changes for various commodities. A 'Weather Outlook' section for Urbana, Illinois is also present. A large red box with the text '300X250' is overlaid on the right side of the page.

Commodity	Change
Grains	+1.37%
All Markets	+0.16%
Franchises	+0.14%
Energy	+0.73%
Gold	+0.20%
Indices	+0.09%
Metals	-0.22%
Currencies	-0.29%
Equities	-0.45%

Enewsletters



Agriculture.com Express

This free newsletter is distributed to over 45,000 opt-in subscribers every Thursday. Content includes the most important news of the week, ideas from site visitors, and new features on the site.

Other Enewsletters

Enewsletter Name	Content	Frequency	Average Quantity (email addresses)
Beef Insider®	Current industry news and beef health tips.	Monthly	5,000
Women in Ag	Update on issues relevant to women either operating or part of an ag operation, ranging from business management to safety and recipes.	Monthly	9,000
Machinery Insider™	Bringing you inside information on machinery sales and deals, while providing maintenance tips, industry news, and the latest in agriculture technology innovation.	Monthly	5,500
Additional ag marketing emails	Custom	On Demand	200,000

AGeX™



AGeX™ is our unique suite of technologies working together to target your customers online like never before. Leverage our first-party data collected via multiple farmer interactions - across all platforms - to reach the farmers you want where they are. AGeX™ allows you to create a collaborative combination of display, mobile, newsletters, video and/or Facebook opportunities that is right for your marketing message.

Why do we offer extensive campaign performance metrics? Because attention matters.

All impressions are not created equally, and increased ad exposure time leads to an increase in brand recognition and recall.*

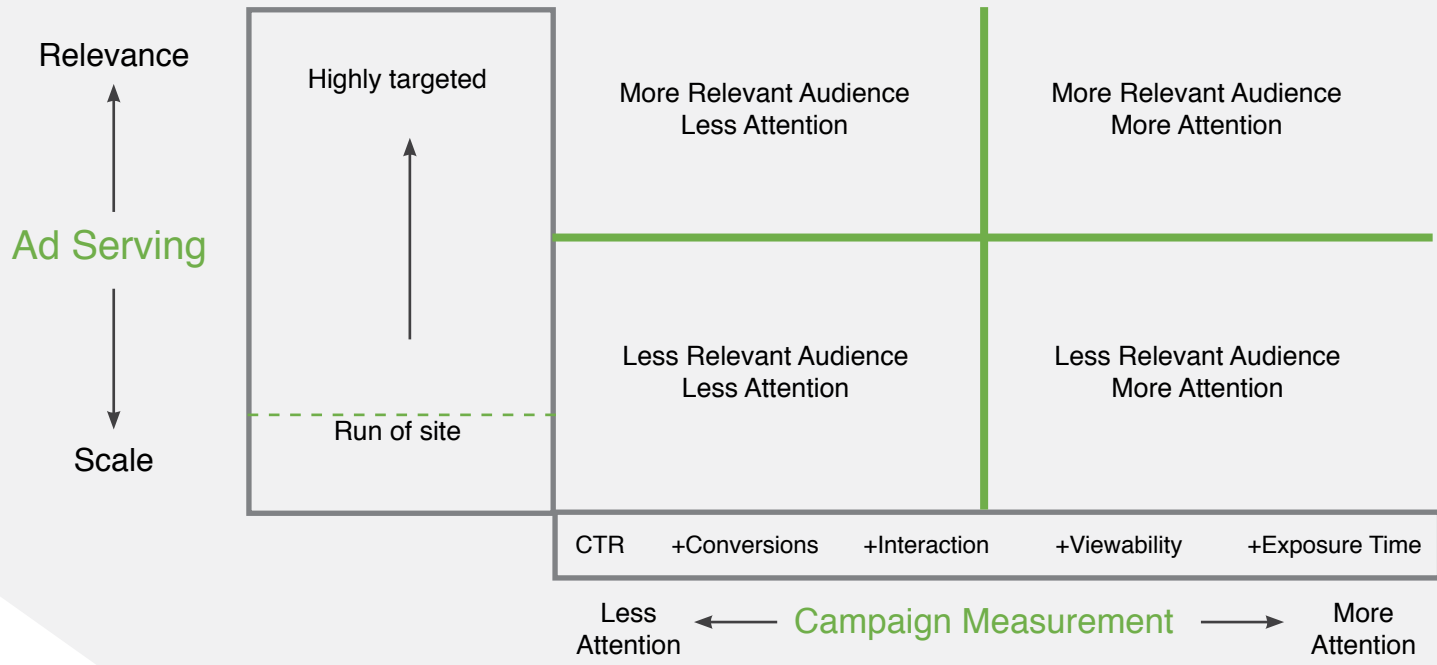
Start With VIEWABILITY
Establish that the ad was served and that the farmer had a chance to view it

The right audience doesn't matter if your ad isn't viewed. There's a sharp increase in recognition and recall at 30 seconds.*

Focus On ATTENTION METRICS
- In-view time for each impression
- Ad interaction time and interaction rate
- Active page dwell time
- Page scroll time

*The Effects of Exposure Time on Memory of Display Advertisements; Goldstein, McAfee, Suri, YahooResearch

- Audience targeting options to meet all budgets
- Optimize for CTR, viewability, contextual relevance, reach, or exposure time





Successful Farming Radio Magazine®

Every weekday, the pages of Successful Farming magazine **come alive** on this syndicated radio program available to marketers on 330+ stations in 49 states where programming reaches more than 60% of all U.S. farms. With a greater concentration on larger operations, daily programming provides listeners a unique angle on various aspects of agriculture or rural life.

266,500
cumulative weekly
listeners

330+ radio
affiliates

49 states

Frequency: Daily

Airs twice per day
between 6 a.m.–9a.m. and
11a.m.–1p.m.

1,800 counties
in the United States,
with a focused
concentration on key
agricultural states in
the central and eastern
parts of the country

Topics include technology,
agronomy, machinery, and farm
business.

Advertising opportunities
:30 or :60 commercial spots



Source: Arbitron data gathered June 18, 2013. Complete affiliate list available at www.meredithagrimedia.com/broadcast#2.

Successful
Farming

MACHINERY
SHOW™



The Successful Farming® Machinery Show™ is the leading television program focusing exclusively on farm machinery. Airing weekly on RFD-TV, the 30-minute program is a must-watch television show for farmers seeking the latest farm machinery, shops, tools, and farmer-generated ideas.

Frequency: Weekly

Thursday, Friday, and Sunday

Format: 30-minute program

20%

of Successful Farming magazine readers watch the Machinery Show at least once a month

Traditional spot advertising, billboards, as well as content-driven sponsorships are available to **help deliver your marketing message to this key audience.**

Audience

6-month rolling averages
February 2015 to July 2015*

110,000 households

139,000 adults

90,000 male adults

30%

of farmer viewers farm over 1,000 acres**

85%

of farmer viewers grow corn**

85%

of farmer viewers grow soybeans**

*Source: February 2015 to July 2015 Nielsen data. **Readex companion questionnaire Mid-March 2015.

SUCCESSFUL FARMING

AGELESS IRON

ALMANAC



Ageless Iron Almanac® has provided valuable brand, pricing, and how-to information throughout its history to become the #1 resource for antique equipment collectors.

Reaches
26,000
dedicated
restoration
enthusiasts

Bimonthly
publication

16-page format

Content

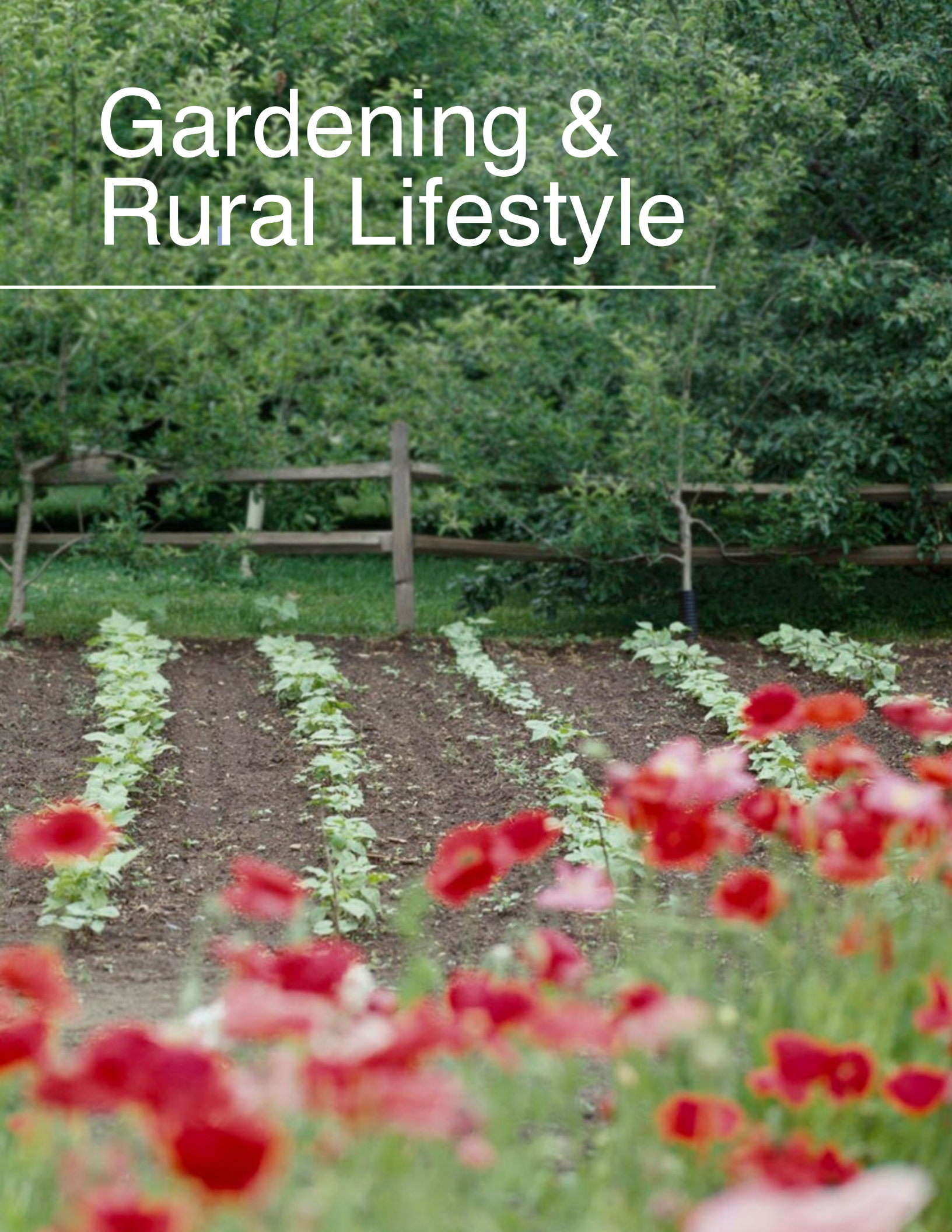
- Ag equipment collecting and history of tractors
- Latest equipment introductions similar to antique tractor collectors
- Wit & Wisdom from Roger Welsch, former CBS Sunday Morning correspondent and author of eight antique tractor books
- You Know You're a Tractor Nut When... cartoon series by Paul Fell
- Mystery Tractor challenge
- Rustoration 101
- What's it Worth?
- My Steel, My Story

Advertising Opportunities

Marketers can position their message within the pages of the almanac utilizing up to two full pages.



Gardening & Rural Lifestyle



Letter from the Editor of

LIVING THE Country Life®

Living the Country Life magazine reaches a unique audience who enjoys living in the country for pleasure. The Living the Country Life brand contains a diverse number of platforms to showcase our most timely and relevant editorial content paired with relevant marketing strategies.



Betsy Freese
Executive Editor,
Living the Country Life
and Successful Farming
Magazines

Letter from the Editor of

Country Gardens

Country Gardens magazine celebrates the spirit and romance of gardening as a lifestyle. The magazine shares what today's gardening enthusiasts are looking for: straightforward garden advice; casual decorating tips; the latest tools and gadgets; garden-fresh recipes; and personal stories that inspire readers to take action.



James Baggett
Group Editor of SIM Gardening
Group and Editor in Chief of
Country Gardens Magazine

Our Brands

Print



Better Homes and Gardens
Special Interest Publications®

Digital



Insight

LIVING THE Country Life®

Research Panel

Broadcast

LIVING THE Country Life® (((RADIO)))

LIVING THE
Country Life®



Living the Country Life magazine reaches a unique audience who enjoys living in the country for pleasure. The magazine engages the rural lifestyle market by providing timely, useful, and entertaining information filled with real stories, useful tips, rich photography, and much more.

Content

- Farm to Table
- Gardening and Landscape
- Country Homes
- Animal and Livestock Care
- Shops and Buildings
- Machinery and Equipment



Frequency

Published 4 times per year:

Early Spring (March)
Spring (May)
Summer (July)
Fall (September)

Total circulation:

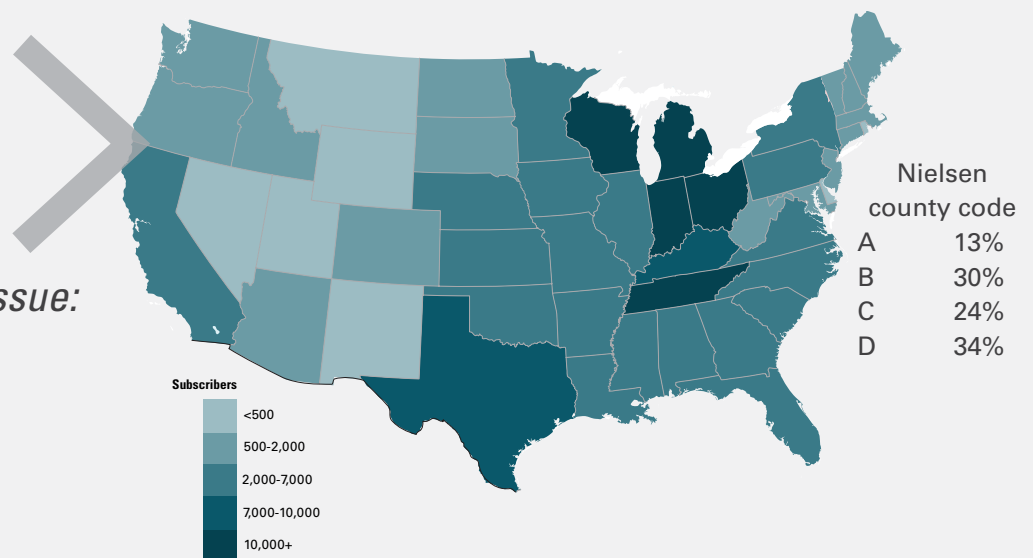
200,000

Readers per copy:

3.8

Total readers per issue:

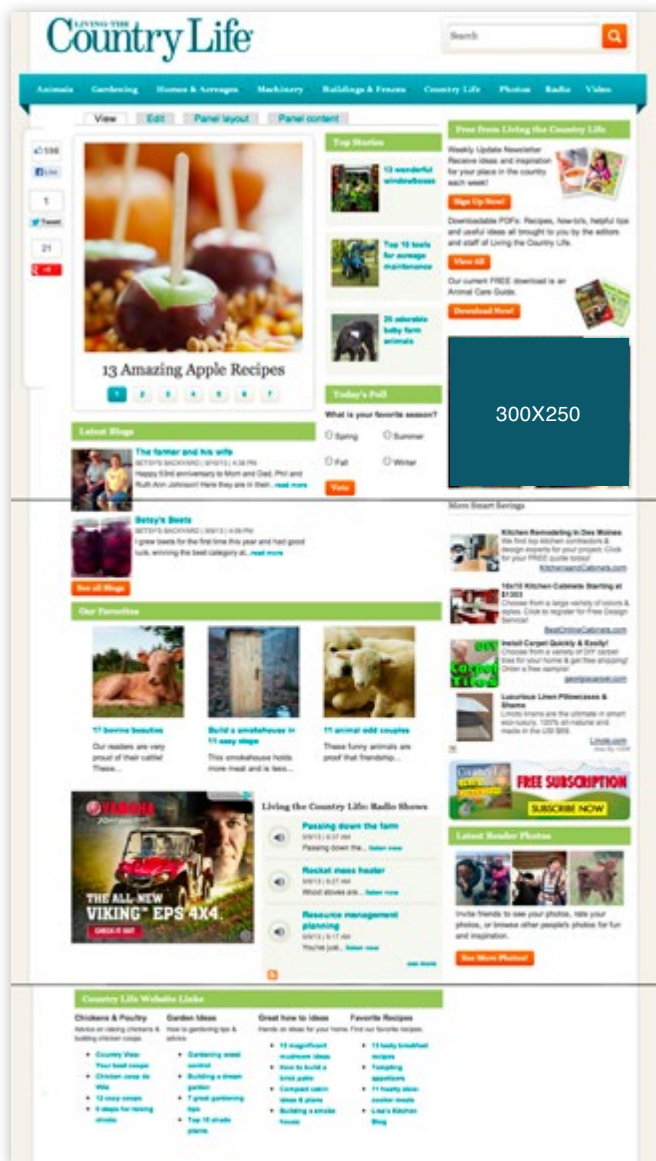
760,000



Meredith Corporation March 2015 Data

LIVING THE Country Life®

Living the Country Life® Digital is a comprehensive resource for small farm and acreage owners. People trust livingthecountrylife.com for information related to their animals, gardens, machinery, power equipment, pastures, ponds, and buildings. Responsive technology empowers our audience to access content on any device, and it allows advertisers to build multidevice digital campaigns.



Content Categories:
Animals
Gardening
Machinery
Homes and Acreages
Buildings and Fences
Country Life

Enewsletters



Living the Country Life® Enewsletters
 Over 20,000 opt-in subscribers receive this weekly newsletter every Thursday. Topics covered include featured projects, What's New Online, Popular Picks, and Betsy's Backyard Blog. In addition, we send Special Offer newsletters to an opt-in list, as well as a targeted email blast sent to pinpointed prospects using the Meredith Database. They consist of 100% sponsored content.

Other Enewsletters

Enewsletter Name Average Quantity (email addresses)

**Special Offer
 opt-ins**

**Distribution over 34,000
 opt-in subscribers**

LIVING THE
Country Life[®]
(((**RADIO**)))



Living the Country Life® Radio is one of the largest rural radio networks—an efficient and effective buy to reach rural America. Our syndicated program connects you with our audience during the morning and afternoon commutes. The highly educational and entertaining program covers a wide variety of timely and informative topics.

Airs twice per day: *morning and afternoon drive time, Monday - Friday*

Format: *3.5 minute or 2 minute tune-in show (show format decided by affiliate)*

1.9 million
estimated listeners per week, 300+ radio affiliates, and 38 states

Content made for Living the Country Life radio includes: machinery and equipment, animals and livestock, garden and landscape, home and property improvement tips, food and recreation, and “Country View” from real rural home and landowners.

Samples available at livingthecountrylife.com/radio.
Affiliate list available at livingthecountrylife.com/affiliates.

Advertising Opportunities

:30 commercial spot

:60 commercial spot



Country Gardens



Country Gardens magazine celebrates the spirit and romance of gardening as a lifestyle. The magazine shares what today's gardening enthusiasts are looking for: straightforward garden advice; casual decorating tips; outdoor space design and inspiration; the latest tools and gadgets; garden-fresh recipes; and personal stories that inspire readers to take action.

Frequency

Published 4 times per year:

Early Spring
Spring
Summer
Fall

Content

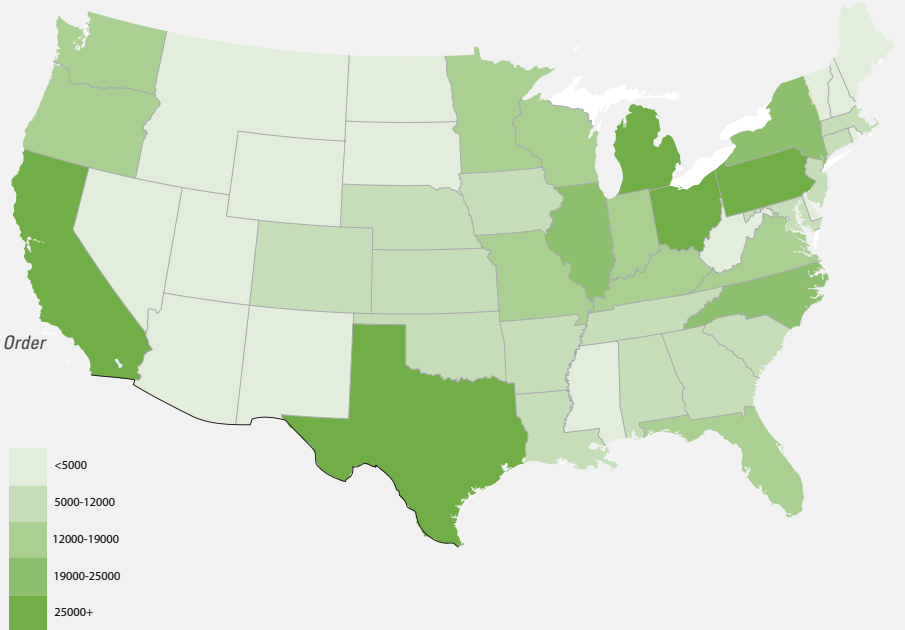
- Gardening as a lifestyle
- Garden advice
- Casual decorating
- New plants
- Vegetable gardening
- Tools and gadgets
- Outdoor spaces



Total Distribution:
500,000*

*Total Distribution equals:

284K Subscriptions + 13K Digital readers+ 204K Newsstand Print Order



Better Homes & Gardens Special Interest Publications®



The Better Homes & Gardens Special Interest Publications® Outdoor Living titles give readers the inspiration, ideas and information for updating any outdoor space. Titles and content focus on everything from outdoor kitchens, patios, decks, water features, and walkways to creating and maintaining beautiful gardens. From beautiful detailed photography and resourceful stories to building outdoor furniture to creating personalized stepping-stones, we're here to inspire.

Custom Solutions



Experiential

Meredith Agrimedia™ offers opportunities to create and execute custom events to not only allow your audience to hear your message, but also to live it. Whether it's a small roundtable discussion with our editors or a daylong symposiums with your biggest customers, Meredith Agrimedia can help create a unique event on-point with your brand's message.

Video

Meredith Agrimedia™ has partnered with REL Productions to create custom video programming. Taking advantage of REL's 20 years of experience in both video production and agriculture and Meredith Agrimedia's industry-leading integrated marketing, we deliver outstanding video content. From livestock to row crop, we understand the story and how to tell it using the power of video.

Meredith Agrimedia™ Insight

Ag Advisor™

- Online Research Panel - 800 emails on file
- Directional research with a quick turnaround
- Panel members register, provide their demographic profile information, and agree to participate in regular surveys
- Panel provides advertisers with proprietary research opportunities, pre- and post-ad campaign research



- Mail-based research panel
- Established in 1980
- Comprised of nearly 1,000 active farmer-subscribers (who agree to answer up to 12 surveys each year)
- Survey questions come from the magazine's marketing staff, editors, and advertising customers



- Online Research Panel - 1,000 emails on file
- Directional research with a quick turnaround
- Panel members register, provide their demographic profile information, and agree to participate in regular surveys

Meredith Consumer Insights

Meredith Consumer Insights is tasked with identifying and disseminating information on social, cultural, and market trends affecting consumers. The group provides both strategic and tactical research information to support sound business decisions, to develop content and new products, and to answer the following questions:

- Who are our consumers?
- What do they want?
- Where are the opportunities?

Meredith Consumer Insights also mines industry, consumer, and proprietary data to uncover insights and trends in key categories and markets. In doing so, we better understand the challenges and identify key implications and opportunities of our customers.

Database

Meredith Corporation's customer database offers a unique opportunity to extend reach. Clients create custom content, and we send it out to Meredith Corporation's network members who match a target demographic.

Custom Publishing

Meredith Agrimedia™ offers cost-effective custom publishing solutions that complement your existing marketing effort. And we're not limited to agriculture-related materials. If your needs involve products related to food, travel, design, gardening, health, home and family, or woodworking, we can help tap into the extensive resources of parent company Meredith Corporation and our sister publications. We'll create a custom product tailored precisely to increase sales, to enhance your marketing promotions, or to thank your customers.



To learn more, visit www.meredithagrimedia.com