



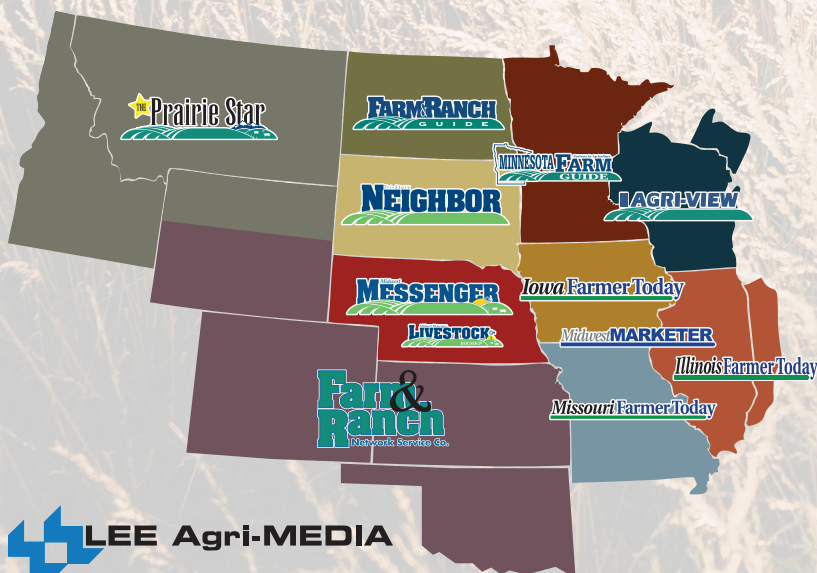
Farmer Today

Missouri & Illinois

MEDIAKIT

PRINT & ONLINE MEDIA ADVERTISING

2026



REACH. FREQUENCY.
READERSHIP. RESULTS.

THEEVENTS2026

PLANNING FOR SUCCESS

In order to get the most value, it is helpful to know when to advertise. **Farmer Today** has created this calendar to assist you. Event dates are subject to change, so please consult your sales associate for verification.

JANUARY

- 3 2026 Market Outlook
Quad City Farm Show
- 10 Input Costs & Supply Chain
SCN Yield Tests
- 17 Pork Production
- 24 Assistive Technology
- 31 Beef Production

FEBRUARY

- 7 Trade Policy
- 14 Weed Management
Western Farm Show
- 21 FFA
- 28 Planting Prep

MARCH

- 7 Women in Ag
- 14 National Ag Day
- 21 Alternative Energy
- 28 Labor

APRIL

- 4 Precision Ag & Technology
- 11 Planting Intentions
- 18 Land Values
- 25 Farm History

MAY

- 2 Beef Month
- 9 Crop Disease Management
- 16 Planting Survey
- 23 Veterans in Ag
- 30 Pork Production
World Pork Expo

JUNE

- 6 Dairy Month
- 13 Crop Research
- 20 Building & Remodeling
- 27 Conservation

JULY

- 4 Ag Tourism
- 11 Cover Crops/Alternative Crops
- 18 Climate Policy
- 25 New Normal: Disease, Pests,
Weather

AUGUST

- 1 Rural Health
- 8 State Fair Previews
- 15 Harvest Prep
- 22 New Machinery
Farm Progress Show Preview
- 29 Transportation & Infrastructure

SEPTEMBER

- 5 Consumer Education
- 12 Thriving Communities
- 19 Farm Safety
- 26 Ag Education & 4H Week

OCTOBER

- 3 Pork Month
- 10 Farm Transition &
Estate Planning
- 17 Water Quality
- 24 Harvest Survey
- 31 Seed Selection

NOVEMBER

- 7 Politics and Agriculture
- 14 Biofuels
- 21 Weather Outlook
FIRST Corn Summary
- 28 Giving Thanks
FIRST Soybean Summary

DECEMBER

- 5 Winter Prep
U of MO Corn Results
- 12 Biotechnology
U of IL Corn Results
- 19 Tax Prep &
Financial Planning
U of MO Soybean Results
- 26 Year in Review
U of IL Soybean Results

THEPUBLICATIONS

LEE-AGRI MEDIA TITLES

By comparing reach and readership with cost, you'll find that **Lee Agri-Media Publications** are by far the **best investment** when targeting farmers and ranchers in the upper Midwest & Plains States!



27,500 | Weekly
Delivered in WI, northeastern IA,
northern IL & northwestern MI



46,479 | Weekly
Delivered in IA & bordering counties
of adjacent states



24,790 | Weekly
Delivered in MO & IL



27,111 | Weekly
Delivered in IA, MO, IL, WI, MN, NE,
SD



30,000 | Monthly
Delivered to largest producers in NE,
IA, SD, WY, CO, KS, OK & MO



42,326 | Weekly
Delivered in NE, KS, western IA &
northeastern CO



42,326 | Weekly
Delivered in NE, KS, western IA &
northeastern CO



26,567 | Bi-Weekly
Delivered in ND & northern MN



16,506 | Bi-Weekly
Delivered in MT, northeast ID &
northern WY



24,889 | Bi-Weekly
Delivered in SD, southern MN & IA

THE NUMBERS

REACH YOUR TARGET AUDIENCE

Farmer Today is a weekly publication, sent to qualified producers every **Saturday**.

Total Qualified Circulation in Illinois: 13,052
Total Qualified Circulation in Missouri: 11,738
TOTAL CIRCULATION = 24,790

Our Readership Can't Be Outdone

Reaching...

- 18,038 Growers
- 21,116 Soybean Growers
- 7,526 Cow/Calf Producers
- 965 Pig/Hog Producers

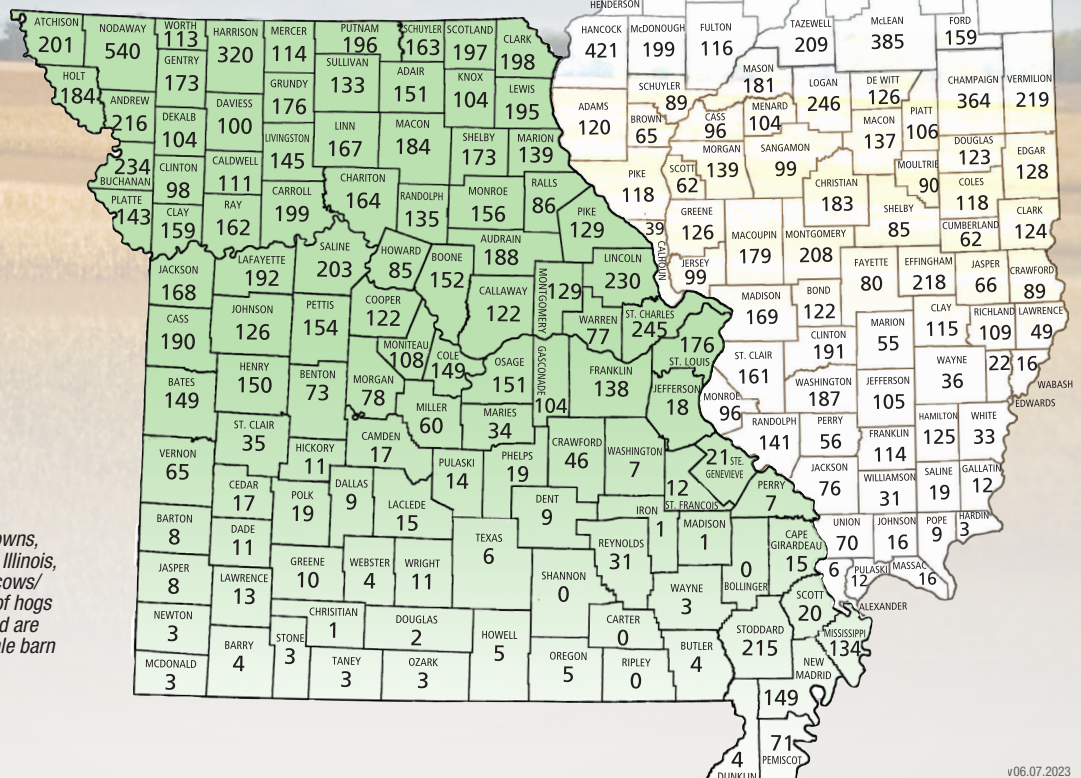
Corn	under 250	250-999	1,000-1,999	2,000 +	TOTAL GROWERS
Missouri	5,245	2,140	324	99	7,808
Illinois	5,161	3,646	1,145	278	8,230
Total	10,406	5,786	1,469	377	18,038

Soybeans	under 250	250-999	1,000-1,999	2,000 +	TOTAL GROWERS
Missouri	4,621	2,842	567	200	8,230
Illinois	5,186	6,421	1,054	225	12,886
Total	9,807	9,263	1,621	425	21,116

Cows/Calves	under 30	30-199	200-999	1000+	TOTAL PRODUCERS
Missouri	915	3,496	651	29	5,091
Illinois	1,043	1,265	116	11	2,435
Total	1,958	4,761	767	40	7,526

Pigs/Hogs	under 200	200-999	1000-4999	5000+	TOTAL PRODUCERS
Missouri	291	73	55	60	479
Illinois	218	71	90	107	486
Total	509	144	145	167	965

Qualified circulation is defined as: anyone who owns, operates or manages 75 acres of land in Missouri, Illinois, or adjacent states or produces 30 head of beef cows/calves, 50 head of beef or dairy cattle, 200 head of hogs or raises 50 head of sows annually. Also qualified are farm managers, crop consultants, order buyers, sale barn operators and others allied to the field.



BRING YOUR BRAND TO LIFE

STAY AHEAD
WITH DIGITAL MARKETING

WHO WE ARE

Amplified Ag is a full-service digital agency and part of Amplified Digital with expertise in executing digital campaigns in all business categories, but primarily focused on agriculture and agricultural companies. We are able to optimize toward the ag audience based on experience and with an understanding that agriculture is not just a job, but a lifestyle. Our goal is to help your business successfully navigate through an ever-changing digital landscape. We understand that you create your business to be successful with a specific product, service, or goal in mind, not to become digital media and advertising experts.

DRIVEN BY **DATA**. FUELED BY **PASSION**.

IT'S ALL ABOUT THE STRATEGY

We work together to create
innovative & strategic solutions



GROW SEGMENTS

Grow select segments of your business, or market a new segment



TARGET AN AUDIENCE

Reach a specific audience, demo, behavior or interest



DRIVE MOBILE TRAFFIC

Increase mobile downloads or mobile user reach



TARGET EXACT AREAS

Target potential customers in a specific neighborhood, city, state or DMA



INCREASE FOOT TRAFFIC

Grow your in-store traffic and overall brand & product awareness



REINFORCE PRINT

Reinforce your direct mail, print and traditional marketing efforts



LEAD ACQUISITION

Grow your email marketing and lead databases



SPECIALS & EVENTS

Promote upcoming events, special offers, discounts & sales



INCREASE WEB SALES

Increase your website's eCommerce sales



GET FOUND ON SEARCH

Get found on search engines organically or in paid positions



ENHANCE TV/RADIO

Boost the effectiveness of your TV & radio campaigns online



BUILD A REPUTATION

Gain control over how others see your brand online



INCREASE WEB TRAFFIC

Drive consumers to your website



GROW SOCIAL MEDIA

Establish or grow your social media presence



ON-THE-GO INFORMATION

Reach your customers with on-the-fly offers & information



— IN —
PARTNERSHIP
— WITH —

