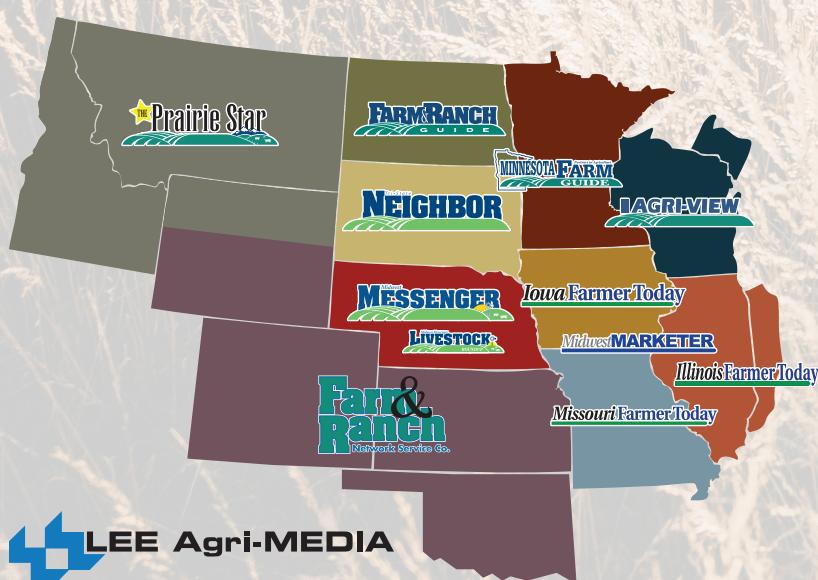




**Farmer Today**  
*Missouri & Illinois*  
**MEDIAKIT**  
PRINT & ONLINE MEDIA ADVERTISING  
**2026**



**REACH. FREQUENCY.  
READERSHIP. RESULTS.**



# THE EVENTS 2026

## 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

# THE PUBLICATIONS

## 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 &amp; northwestern MI

### Iowa Farmer Today

[www.iowafarmertoday.com](http://www.iowafarmertoday.com)**46,479** | Weekly

Delivered in IA &amp; bordering counties of adjacent states

### Farmer Today

*Missouri & Illinois*[www.missourifarmertoday.com](http://www.missourifarmertoday.com)  
[www.illinoisfarmertoday.com](http://www.illinoisfarmertoday.com)**24,790** | Weekly

Delivered in MO &amp; IL

### Midwest MARKETER

[www.midwestmarketer.com](http://www.midwestmarketer.com)**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 &amp; MO

### Midwest MESSENGER

[www.midwestmessenger.com](http://www.midwestmessenger.com)**42,326** | Weekly

Delivered in NE, KS, western IA &amp; northeastern CO

### LIVESTOCK ROUNDUP

[www.livestockroundup.com](http://www.livestockroundup.com)**42,326** | Weekly

Delivered in NE, KS, western IA &amp; northeastern CO

### FARM & RANCH GUIDE

[www.farmandranchguide.com](http://www.farmandranchguide.com)**26,567** | Bi-Weekly

Delivered in ND &amp; northern MN

### THE Prairie Star

[www.theprairiestar.com](http://www.theprairiestar.com)**16,506** | Bi-Weekly

Delivered in MT, northeast ID &amp; northern WY

### NEIGHBOR

[www.tristateneighbor.com](http://www.tristateneighbor.com)**24,889** | Bi-Weekly

Delivered in SD, southern MN &amp; 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**

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
<b>Total</b>	<b>10,406</b>	<b>5,786</b>	<b>1,469</b>	<b>377</b>	<b>18,038</b>

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
<b>Total</b>	<b>9,807</b>	<b>9,263</b>	<b>1,621</b>	<b>425</b>	<b>21,116</b>

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
<b>Total</b>	<b>1,958</b>	<b>4,761</b>	<b>767</b>	<b>40</b>	<b>7,526</b>

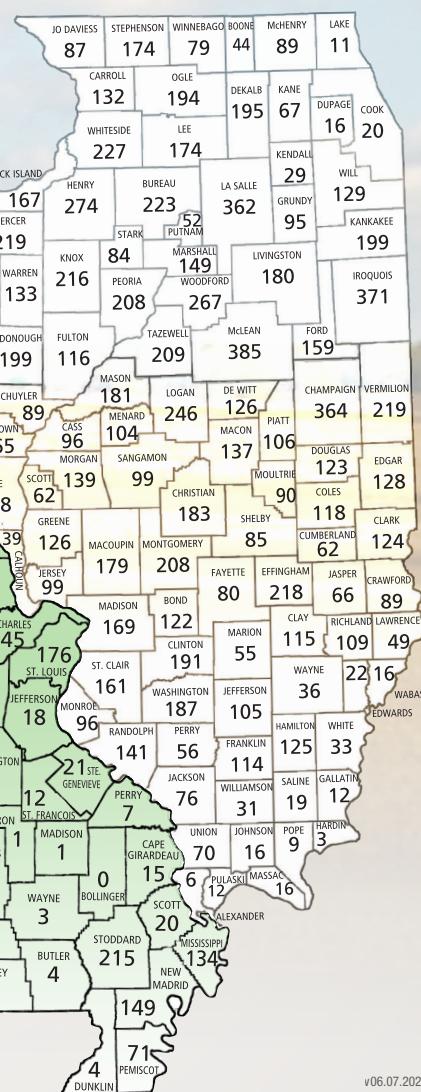
Pigs/Hogs	under 200	200-999	1000-4999	5000+	TOTAL PRODUCERS
Missouri	291	73	55	60	479
Illinois	218	71	90	107	486
<b>Total</b>	<b>509</b>	<b>144</b>	<b>145</b>	<b>167</b>	<b>965</b>

*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.*

# Our Readership Can't Be Outdone

## *Reaching...*

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



# 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

 **AMPLIFIED**  
Ag

— IN —  
PARTNERSHIP  
— WITH —

 **LEE Agri-MEDIA**