

# Farmer Today

## Missouri & Illinois

**Farmer Today** is a prominent regional agricultural publication that serves as a vital news source for farmers and ranchers in Northern Plains, primarily covering Illinois, Missouri and surrounding states.

## BENEFITS FOR ADVERTISERS

**Niche Targeting:** Advertisers can reach a highly specialized audience of producers. Through its parent network (Lee Agri-Media), it utilizes USDA-verified data to ensure ads reach specific demographics (e.g., cattle ranchers with 250+ head).

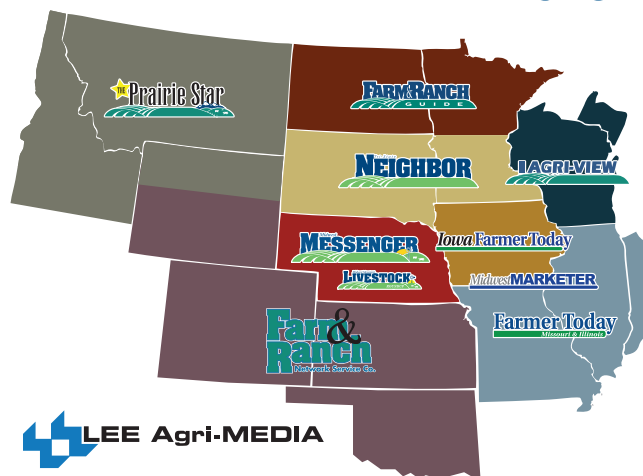
**High Trust & Credibility:** Because it has been a staple in rural mailboxes for decades, it carries a level of "legacy trust" that newer digital-only platforms often lack.

**Multi-Channel Exposure:** Offers a blend of traditional print ads, digital newsletters, and mobile app presence, ensuring brands are seen both in the field and at the kitchen table.

# MEDIAKIT

## PRINT & ONLINE MEDIA ADVERTISING

### 2026



## RATES & SIZES

**Ask about our easy flat rate bundle packages!**

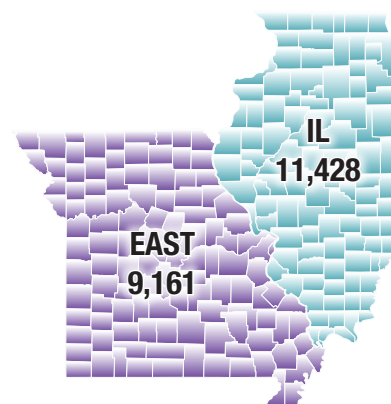
|                                                                                                     |                                                                                                         |                                                                                                             |                                                                                                                                                                                                      |                                                                                                          |
|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>Full Page Tab</b><br><b>9.889" x 10"</b><br>(6x10")<br>+40,000 impressions<br><b>\$3,900</b>     | <b>Jr. Tab Page Vertical</b><br><b>6.556" x 10"</b><br>(4x10")<br>+40,000 impressions<br><b>\$2,925</b> | <b>Jr. Tab Page Horizontal</b><br><b>9.889" x 6.9"</b><br>(6x6.9")<br>+40,000 impressions<br><b>\$2,925</b> | <b>Jr. Tab Page Small</b><br><b>6.556" x 8.5"</b><br>(4x8.5")<br>+40,000 impressions<br><b>\$2,470</b>                                                                                               | <b>Half Tab Horizontal</b><br><b>9.889" x 4.9"</b><br>(6x4.9")<br>+40,000 impressions<br><b>\$1,950</b>  |
| <b>Half Tab Vertical</b><br><b>4.889" x 10"</b><br>(3x10")<br>+40,000 impressions<br><b>\$1,950</b> | <b>Banner</b><br><b>9.889" x 3"</b><br>(6x3")<br>+20,000 impressions<br><b>\$1,170</b>                  | <b>Quarter Tab</b><br><b>4.889" x 4.9"</b><br>(3x4.9")<br>+20,000 impressions<br><b>\$975</b>               | <b>Jr. Quarter Tab Vertical</b><br><b>3.222" x 4.9"</b><br>(2x4.9")<br>+10,000 impressions<br><b>\$650</b>                                                                                           | <b>Jr. Quarter Tab Horizontal</b><br><b>4.889" x 3"</b><br>(3x3")<br>+10,000 impressions<br><b>\$650</b> |
| <b>Eighth Tab</b><br><b>3.222" x 3.5"</b><br>(2x3.5")<br>+10,000 impressions<br><b>\$455</b>        | <b>Portrait Small</b><br><b>3.222" x 2.35"</b><br>(2x2.35")<br><b>\$260</b>                             | <b>Directory Ad</b><br>Classified only<br><b>1.556" x 3"</b><br>(1x3")<br><b>\$195</b>                      | <b>Add Color to Any Ad for \$150</b><br><b>Run Multiple Times and Save!</b><br>4x-8x .....5%      26x-51x .....20%<br>9x-16x .....10%      52x.....25%<br>17x-25x .....15%      52x+2nd pub .....30% |                                                                                                          |

*\*digital ad impressions are fulfilled across the Lee Enterprise digital network targeting farmers/ranchers*

# REACH YOUR TARGET AUDIENCE

**Farmer Today** is direct mailed to every farmer of record in the states of Illinois and Missouri with 100 acres of crops and/or a minimum of 50 head of livestock!

**Total Circulation  
= 20,589**



## GROWERS/PRODUCERS

| Large Ac. Crops | Under 250 Acres |          | 250-999 Acres |          | 1,000-1,999 Ac.  |        | 2,000+ Acres |        | TOTAL GROWERS   |          |
|-----------------|-----------------|----------|---------------|----------|------------------|--------|--------------|--------|-----------------|----------|
| Corn            | IL 4,100        | MO 4,005 | IL 5,131      | MO 1,772 | IL 906           | MO 268 | IL 211       | MO 88  | IL 10,348       | MO 6,133 |
| Soybeans        | IL 4,104        | MO 3,555 | IL 5,192      | MO 2,267 | IL 832           | MO 446 | IL 189       | MO 126 | IL 10,317       | MO 3,394 |
| Livestock       | Under 30 Head   |          | 30-199 Head   |          | 200-999 Head     |        | 1,000+ Head  |        | TOTAL PRODUCERS |          |
| Cows/Calves     | IL 743          | MO 771   | IL 983        | MO 2,779 | IL 88            | MO 521 | IL 8         | MO 25  | IL 1,822        | MO 4,096 |
| Livestock       | Under 200 Head  |          | 200-999 Head  |          | 1,000-4,999 Head |        | 5,000+ Head  |        | TOTAL PRODUCERS |          |
| Pigs/Hogs       | IL 150          | MO 235   | IL 55         | MO 61    | IL 57            | MO 45  | IL 70        | MO 51  | IL 332          | MO 392   |

Source: Reader response cards

## 2026 PUBLISHING CALENDAR

**Farmer Today** publishes weekly on Saturdays.

Deadline is 10 days prior to publication date.

Feature dates are subject to change. Please verify with your sales rep for feature placements.

|             |                                              |
|-------------|----------------------------------------------|
| January 3   | 2026 Market Outlook / Quad City Farm Show    |
| January 10  | Input Costs & Supply Chain / SCN Yield Tests |
| January 17  | Pork Production                              |
| January 24  | Assistive Technology                         |
| January 31  | Beef Production                              |
| February 7  | Trade Policy                                 |
| February 14 | Weed Management / Western Farm Show          |
| February 21 | FFA                                          |
| February 28 | Planting Prep                                |
| March 7     | Women in Ag                                  |
| March 14    | National Ag Day                              |
| March 21    | Alternative Energy                           |
| March 28    | Labor                                        |
| April 4     | Precision Ag & Technology                    |
| April 11    | Planting Intentions                          |
| April 18    | Land Values                                  |
| April 25    | Farm History                                 |
| May 2       | Beef Month                                   |
| May 9       | Crop Disease Management                      |
| May 16      | Planting Survey                              |
| May 23      | Veterans in Ag                               |
| May 30      | Pork Production / World Pork Expo            |

|              |                                                           |
|--------------|-----------------------------------------------------------|
| June 6       | Dairy Month Production and Features                       |
| June 13      | Crop Research                                             |
| June 20      | Building and Remodeling                                   |
| June 27      | Conservation                                              |
| July 4       | Ag Tourism                                                |
| July 11      | Cover Crops / Alternative Crops                           |
| July 18      | Climate Policy                                            |
| July 25      | New Normal: Disease, Pests, Weather                       |
| August 1     | Rural Health                                              |
| August 8     | State Fair Previews (America's 250th)                     |
| August 15    | Harvest Prep                                              |
| August 22    | New Machinery / Farm Progress Show Preview                |
| August 29    | Transportation and Infrastructure                         |
| September 5  | Consumer Education                                        |
| September 12 | Thriving Communities                                      |
| September 19 | Farm Safety                                               |
| September 26 | Ag Education / 4H Week                                    |
| October 3    | Pork Month Production and Features                        |
| October 10   | Farm Transition / Estate Planning                         |
| October 17   | Water Quality                                             |
| October 24   | Harvest Survey                                            |
| October 31   | Seed Selection                                            |
| November 7   | Politics and Agriculture                                  |
| November 14  | Biofuels                                                  |
| November 21  | Weather Outlook / FIRST Corn Summary                      |
| November 28  | Giving Thanks Features / FIRST Soybean Summary            |
| December 5   | Winter Prep / U of MO Corn Results                        |
| December 12  | Biotechnology / U of IL Corn Results                      |
| December 19  | Tax Prep and Financial Planning / U of MO Soybean Results |
| December 26  | Year in Review / U of IL Soybean Results                  |