

THE NUMBERS

REACH YOUR TARGET AUDIENCE

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

TOTAL QUALIFIED CIRCULATION = 46,126

NORTHEAST = 12,914

NORTHWEST = 11,688

SOUTHEAST = 11,267

SOUTHWEST = 10,257

Our Readership Can't Be Outdone

Reaching...

- 42,648 Corn Growers
- 40,511 Soybean Growers
- 10,836 Cow/Calf Producers
- 3,589 Pig/Hog Producers

GROWERS/PRODUCERS

Large Acre Crops	under 250	250-999	1,000-1,999	2,000 +	TOTAL GROWERS
Corn	23,115	16,655	2,281	597	42,648
Soybeans	24,546	14,158	1,457	350	40,511

Livestock	under 30	30-199	200-999	1,000+	TOTAL PRODUCERS
Cows/Calves	3,354	6,423	996	63	10,836
	under 200	200-999	1,000-4,999	5,000+	
Pigs/Hogs	948	500	934	1,207	3,589

Source: June 30, 2020 AAM Publisher's Statement.

