

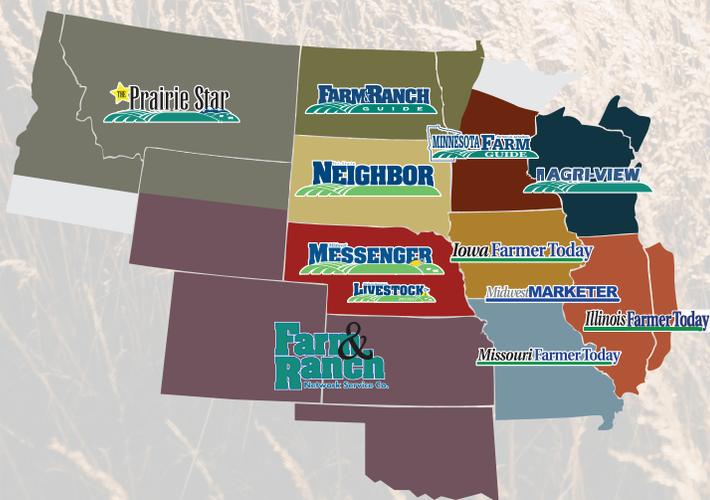


Iowa Farmer Today

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. **Iowa 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 Iowa Pork Congress
- 24 Assistive Technology
Iowa Ag Expo Preview
- 31 Iowa Beef Expo

FEBRUARY

- 7 Trade Policy
- 14 Weed Management
Western Farm Show
IA Ag Expo Coverage
- 21 FFA
Triumph of Ag
Hawkeye Farm Show
- 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
ICIA Corn Results
- 12 Biotechnology
ICIA Soybeans
- 19 Tax Prep &
Financial Planning
- 26 Year in Review

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

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

TOTAL QUALIFIED CIRCULATION = 46,478

NORTHEAST = 13,160

NORTHWEST = 11,512

SOUTHEAST = 11,410

SOUTHWEST = 10,396

Our Readership Can't Be Outdone

Reaching...

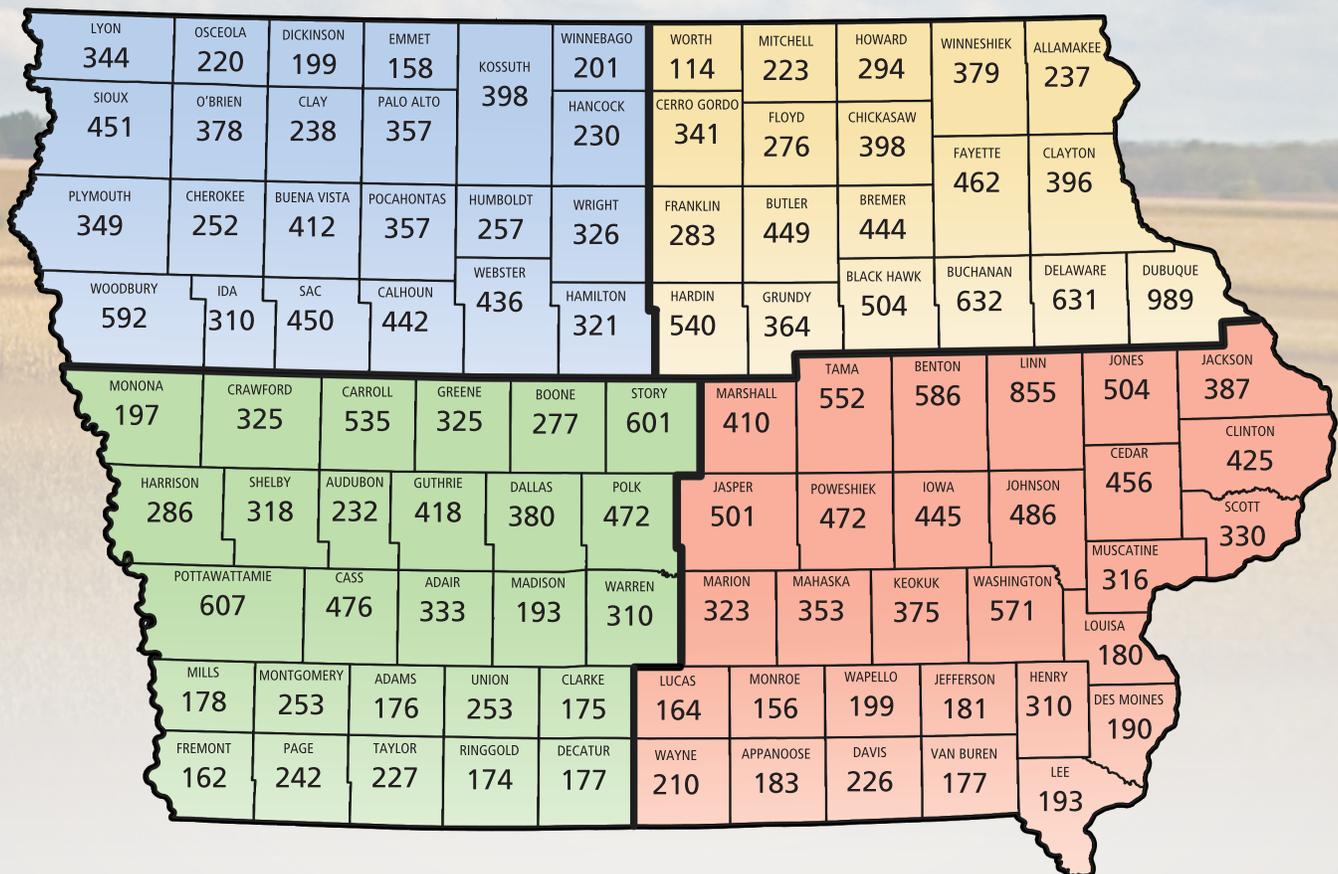
- 41,288 Corn Growers
- 39,250 Soybean Growers
- 10,576 Cow/Calf Producers
- 3,451 Pig/Hog Producers

GROWERS/PRODUCERS

Large Acre Crops	under 250	250-999	1,000-1,999	2,000 +	TOTAL GROWERS
Corn	22,236	13,747	1,477	579	41,288
Soybeans	23,679	13,747	1,477	347	39,250

Livestock	under 30	30-199	200-999	1,000+	TOTAL PRODUCERS
Cows/Calves	3,279	6,274	962	61	10,576
	under 200	200-999	1,000-4,999	5,000+	
Pigs/Hogs	941	469	884	1,157	3,451

Source: May 29, 2021 Issue.



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 —

