



impact

your sales now



Contact Your Sales Rep Today!

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we mean **BUSINESS**

WITH OUR "ABSOLUTE BEST" ISSUE: FEBRUARY 2009

Best Places

An integrated editorial and advertising program

Our annual Best Places list earns top marks from our readers, consistently ranking as the favorite feature in our subscriber studies. To build upon the success of this signature feature, *The Progressive Farmer* has extended Best Places throughout our entire February issue. Now not only will you still find the top spots in farm country for raising a family—the focus for this year's county list—you'll also discover the best growth areas for farming and the best bargains for farmland.

You can be sure that this annual feature is seen and heard. *The Progressive Farmer* promotes Best Places online through banner advertisements on our site and on www.dtnprogressivefarmer.com. You'll also find ads driving traffic to our Best Places homepage on our e-newsletters that go out to 75,000 subscribers, twice a month.

In addition to promotion on our websites, national media outlets show great interest in our picks — driving traffic to our web site and broadening your exposure tremendously.

Our annual Best Places feature receives an estimated **30 MILLION MEDIA IMPRESSIONS**



ONLINE EXPOSURE

To capitalize on interest in this program, *The Progressive Farmer* has created special online ad units integrated into edit to deliver quality exposure for advertisers.

These units have the look and feel of edit, but are labeled as advertising. Impressions are not guaranteed, but the ad units are ad served and trackable.

Online exposure for Best Places peaks February through April due to media coverage and special promotions.



TOP LEFT AD UNIT
SIZE: 120x105

CENTER AD UNITS
SIZE: 130x130

TOP LEFT AD UNIT:
Available Feb. 1 - April 30
\$36,000 net for three months
3.7 million impressions estimated

CENTER AD UNITS:
Available Feb. 1 - April 30
\$30,000 net for three months
3.7 million impressions estimated

ONLINE BUY AVAILABLE ON FIRST-COME BASIS

Become a part of this integrated editorial and advertising program today!

INSERTION DUE: DEC. 15

The “Absolute Best” issue

Our Best Places franchise, expanded throughout our February issue to cover what’s most important to our readers...

YOUR FARM, YOUR LAND, YOUR LIFE



Your Farm: NEW FRONTIERS IN FARMING

The Corn Belt is expanding at an amazing rate. More drought-tolerant seed varieties, more efficient irrigation and moisture-saving farming practices have combined to make corn and beans profitable in areas you never thought possible.



Your Land: BEST BARGAINS IN LAND

Here you’ll find a review of land prices as it relates to making farming pay. We’ll find places where land is still a bargain based on its ability to pay for itself and make a profit.



Your Life: RAISING A FARM FAMILY

We’ll uncover the best places to raise a farm family. Our top criteria include education, family activities and youth organizations such as FFA and 4-H, along with other elements such as crime rates, clean air, and affordability. Inside the issue we’ll rank the top ten counties, with a massive editorial feature online ranking the top 100 counties in each region of the country along with tools that allow readers to rank counties based on their own criteria.

ADVERTISING OPPORTUNITY

“Best Places” is the right kind of high-profile editorial that creates buzz and interest. It’s never too early to reserve your online and print space.

ISSUE DATE: February 2009
CIRCULATION: 625,000
AUDIENCE: 3.4 million readers
ONLINE: 3.7 million visitors
AD CLOSE: December 15, 2008

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