

## 2009 REACH

Rate Base 625,000  
Audience 3.4 million with 5.5 readers per copy

## FREQUENCY

Published 11x/year: January, February, March, April, May, June/July, August, September, October, November, December

## AUDIENCE PROFILE

- Median HHI: \$68,000
- Male: 80% Female: 20%
- Median Age: 50
- 95 percent are homeowners
- 60 percent do home improvements themselves
- 85 percent own a portable drill
- 77 percent own a power saw
- 65 percent have a garden
- 85 percent own riding lawn mower
- Own 200+ acres
- 3+ acres is average size of mowed area



## PROGRAMS

We've got the PLACES for you to connect with our readers

- THE PROGRESSIVE FARMER publishes the highly popular **Best Places to Live in Rural America** annual feature story where we highlight the nation's top rural locales.
- THE PROGRESSIVE FARMER offers a full-service magazine online at [www.ProgressiveFarmer.com](http://www.ProgressiveFarmer.com).

## SERVICES

- Advertisers have access to reader response mechanisms and ink jet capabilities.
- Green Valley Custom Publishing** provides advertorial packages as well as stand alone custom publishing.
- Progressive Insight** offers full service database management as well as relationship marketing services including list rental of a 1.2 million name database.

\* Sources: MRI Fall 2006/Publisher's Defined Prototype  
The Progressive Farmer March 2004 MRI Custom Subscriber Study  
The Progressive Farmer May 2008 Issue Reading Study by CRI