

The Magazine | The E-Mails

Built for Sales

TARGET AUDIENCE:

125,000 of the Most Active Buyers in the Agricultural Market, Nationwide:
(100,000 mailed + 25,000 emailed issues)

- Average 1,000+ acres
- Average age - 46
- Are within upper income levels
- Have on-site maintenance shops
- Average 2-3 children
- Have grain & livestock operations

INTERNET SITE: www.onlinefarmer.com

LEAD SOURCES: Leads generated from:

- Phone inquiries
- Reader Service
- Web ads with link
- E-Mail

PRICING: 4 - COLOR

Full Page\$3,200
2 Page Spread\$5,500
1/2 Page\$1,700
Page 1, 2, 3 or 5\$4,200
Inside Back Cover - Full Page\$4,200
Back Cover\$5,400
3 - 1/2 x 5 - 1/2 Insertion Card\$5,000
Onsert\$23,000
100,000 Coop Opt-in Farm E-mails\$2,500
200,000 Coop Opt-in Farm E-mails\$5,000

MAGAZINE SCHEDULE (100,000 mailed + 25,000 emailed issues)

2010

Issue	Cut off	Mailing Date
February/March	1/6/10	1/27/10
April/May	3/3/10	3/24/10
June/July	5/5/10	5/26/10
August/September	7/7/10	7/28/10
October/November	9/8/10	9/29/10
December/January	11/3/10	11/24/10

COOP E-MAIL SCHEDULE

2010

Issue	Cut off	E-Mail Date	Issue	Cut off	E-Mail Date
January	1/20/10	1/25/10	July	7/20/10	7/25/10
February	2/20/10	2/25/10	August	8/20/10	8/25/10
March	3/20/10	3/25/10	September	9/20/10	9/25/10
April	4/20/10	4/25/10	October	10/20/10	10/25/10
May	5/20/10	5/25/10	November	11/20/10	11/25/10
June	6/20/10	6/25/10	December	12/20/10	12/25/10