



# FARM JOURNAL

**MACHINERY PETE MARKETING KIT**  
2024



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# ABOUT FARM JOURNAL

**America's #1 provider of agriculture content,  
producer insights and business solutions.**

Farm Journal's powerful platform and industry-leading database can increase your ability to reach your vital audience with the right message in the right way at the right time. Tap into our first-party relationships and data strategies to connect more deeply with the audience you want to reach.

# FARM JOURNAL BRANDS

As the most trusted name in agriculture, Farm Journal's iconic brands engage every key audience across the industry: row crop farmers, livestock producers, produce packers, equipment dealers, ag retailers, veterinarians, nutritionists and other stakeholders across the food production chain.

ROW CROP	LIVESTOCK	PRODUCE	BUSINESS INFO	BROADCAST

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# YOUR MARKETING TOOLBOX

MARKETING SOLUTIONS	BRAND AWARENESS	TRAFFIC DRIVING	LEAD GENERATION	SOCIAL ENGAGEMENT	THOUGHT LEADERSHIP
Premium Magazines	✓	✓	✓		✓
Display	✓	✓			
Data Driven Programmatic	✓	✓		✓	
Whitepaper	✓		✓		✓
Webcasts	✓	✓	✓		✓
Targeted E-Mails	✓	✓	✓		
Mobile Text Messaging	✓	✓	✓		
Research	✓		✓		✓
Sponsored Content	✓	✓		✓	✓
Dynamic Content Connection	✓	✓	✓		✓
Video	✓	✓		✓	✓
Podcasts	✓			✓	✓
National Syndicated Radio	✓	✓			✓
E-Newsletters	✓	✓			✓
Content Marketing Solutions	✓	✓	✓	✓	✓
Awards	✓		✓	✓	✓
Events	✓	✓	✓	✓	✓



## BRAND AWARENESS

Put your company's image, message and offer right in front of retailers, consultants and farm managers.



## TRAFFIC DRIVING

Boost visits to — and engagement with — your website and other online platforms.



## LEAD GENERATION

Trigger sales leads by finding interested prospects within a targeted audience.



## SOCIAL ENGAGEMENT

Expand opportunities for direct engagement with advisers who make trusted recommendations.

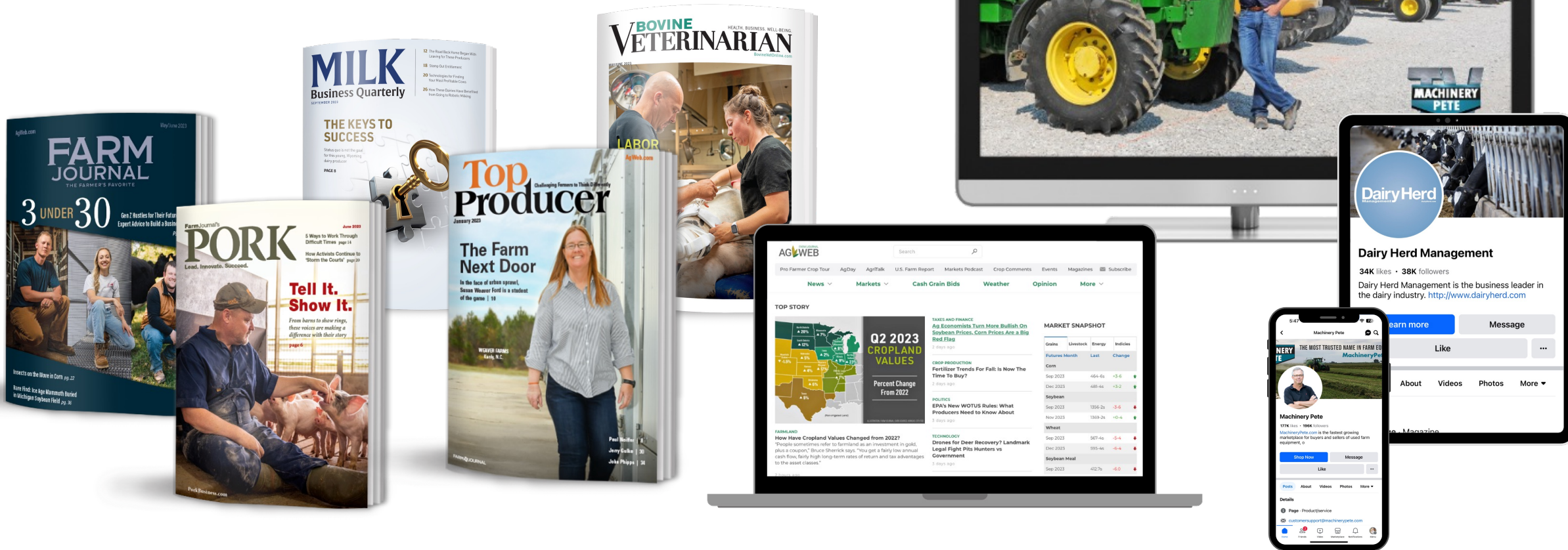


## THOUGHT LEADERSHIP

Strengthen your brand's reputation for ag industry expertise by communicating it to our audience.

# AN OMNI-CHANNEL APPROACH

Through cross-channel engagement with the audience you want to reach, Farm Journal's diverse content team can help you deliver the **RIGHT MESSAGE** to the **RIGHT PEOPLE** at the **RIGHT TIME**.



# FARM JOURNAL OVERALL DATABASE REACH



Total Reach:  
**14,061,937+**



Premium Magazine:

**446,704**

Subscribers



Websites:

**11,448,726**

Unique Users



Mobile Text Messaging:

**107,000**

Subscribers



Targeted E-mail:

**485,865**

Subscribers



National Syndicated  
Radio & Streaming  
Audio:

**234,602+**

Listeners



Television:

**858,250+**

Viewers



eNewsletters:

**474,290**

Subscribers



Events:

**6,500+**

Attendees

# CROPS DATABASE REACH



Total Reach:  
**7,381,202+**



Premium Magazine:

**313,957**

Subscribers



Websites:

**5,650,295**

Unique Users



Mobile Text Messaging:

**36,000**

Subscribers



Targeted E-mail:

**89,377**

Subscribers



National Syndicated  
Radio & Streaming  
Audio:

**234,602+**

Listeners



Television:

**858,250+**

Viewers



eNewsletters:

**227,421**

Subscribers



Events:

**3,700+**

Attendees



# LIVESTOCK DATABASE REACH



Total Reach:  
**4,400,243+**



Premium Magazine:

**203,674**

Subscribers



Websites:

**2,888,126**

Unique Users



Mobile Text Messaging:

**22,000**

Subscribers



Targeted E-mail:

**55,869**

Subscribers



National Syndicated  
Radio & Streaming  
Audio:

**234,602+**

Listeners



Television:

**858,250+**

Viewers



eNewsletters:

**137,322**

Subscribers



Events:

**400+**

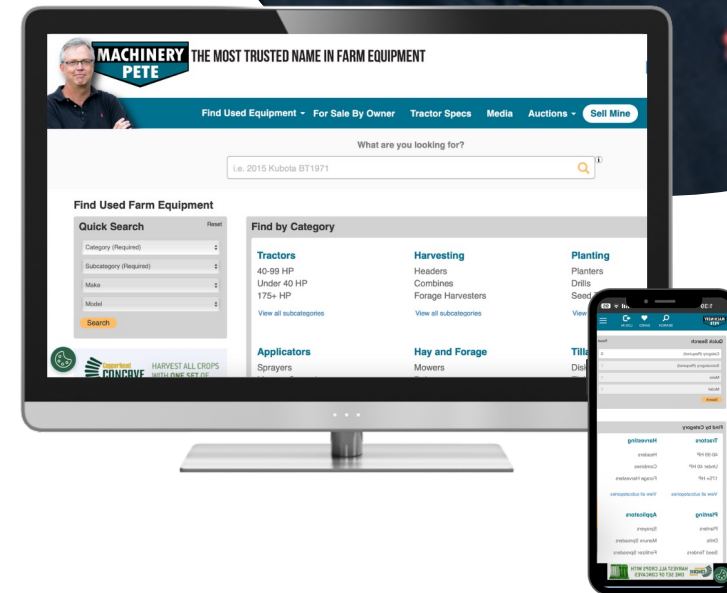
Attendees



## THE MOST TRUSTED NAME IN FARM EQUIPMENT

MachineryPete.com is a **LEADING DIGITAL MARKETPLACE AND SOLUTIONS PROVIDER** for the agriculture industry that connects shoppers with sellers.

In July 2015, MachineryPete.com launched its marketplace with leading edge marketing solutions for dealers, informed and built with the online equipment shopper in mind and creates **MEANINGFUL CONNECTIONS** between buyers and sellers.





Hosted by Greg Peterson (aka “Machinery Pete”), **THE MOST TRUSTED NAME IN FARM EQUIPMENT**, Machinery Pete TV brings to life the fascinating world of machinery – both new and used. Along with up-to-the-minute industry headlines, “Machinery Pete TV” goes on the road to visit innovative dealerships, plus it gives viewers an inside look at some of the most talked about auctions across farm country.





Host: Greg Peterson



**RATINGS: 150,000+**

### DISTRIBUTION:

**Affiliates:** 50+ Stations in 24 States

**RFD-TV:** 4 PM Central, Tuesday  
12:30 PM Central, Saturday



### WHY FARMERS & RANCHERS WATCH:

- 1. Price Discovery:** The industry's most trusted source for equipment values
- 2. Story Telling:** The emotional connection to iron
- 3. Important Business Applications:** 100% focused on farm equipment



# ON-SITE BANNER ADS

Take advantage of MachineryPete.com's 1.4 million site visits and 900,000 unique visitors a month by targeting farmers shopping specific categories or subcategories of farm equipment through **ON-SITE BANNER ADS**.

## AUDIENCE & SITE STATS



80%



20%

Average Age: 58



Located in the  
US: 93%

1.4M

Site Visits  
month

900k

Unique  
Visitors

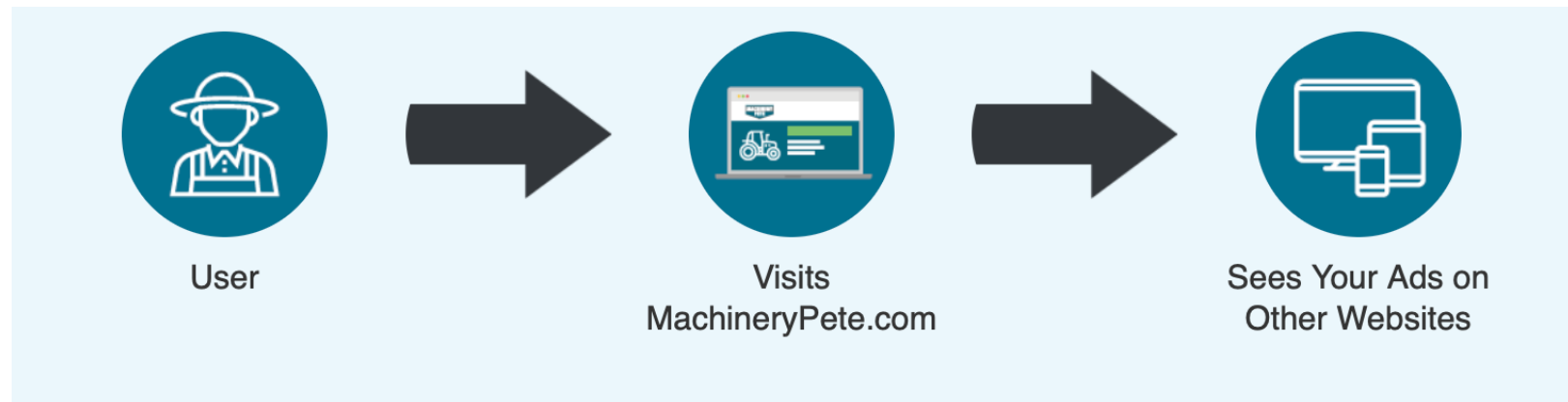
6M

Pageviews  
month



# AD RETARGETING SERVICES

Retain shoppers' interests by targeting them with advertisements **ACROSS THE WEB** based on their equipment search patterns on MachineryPete.com through our ad-retargeting services.





# SOCIAL MEDIA POSTS

Influence Machinery Pete's loyal social audience of **NEARLY 400,000 FOLLOWERS** across Facebook, Twitter, Instagram, YouTube and LinkedIn with carefully curated social media posts about your products or services published on our social pages.



200,000  
followers



50,000  
followers



70,000  
followers



10,000  
followers



60,000  
subscribers

# CONTACT US

Find out more about how we help you connect with the audience that's most crucial to your company's success.



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