



FARM JOURNAL

PRECISION REACH MARKETING KIT

2024

ABOUT FJ PROGRAMMATIC

1st Party Data and Affinity Audiences

Precision Reach's data-driven programmatic platforms powered by Farm Journal's industry-leading database increases your ability to reach your vital audience 24/7 across all the websites and mobile apps they are using.

Tap into our first-party relationships and affinity/behavioral segments to connect more deeply with the audience you want to reach.



Audience-Driven Advertising

Our solution offers agri-marketers efficiency and confidence to reach very specific agriculture audience segments in non-endemic environments via programmatic tactics and social media platforms.

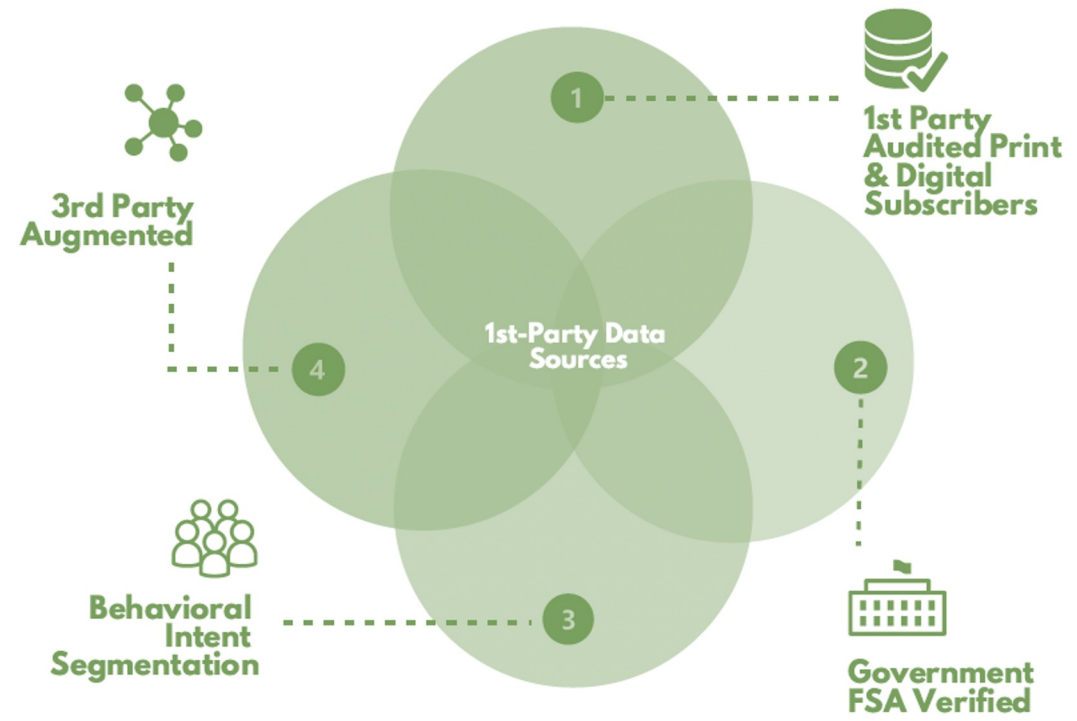
We call this audience driven programmatic and audience driven paid social.





Robust First-Party Agriculture Database

Partnering with Farm Journal's Trusted Intelligence Program provides Precision Reach access to the largest, richest and most accurate dataset across the entire ag value chain. For companies looking to digitally target unique agriculture audiences, Precision Reach has a segmentation that's right for you, connecting your ads to farmer audiences across all devices wherever they go online.



FARM JOURNAL RECORDS FOR PROGRAMMATIC ADVERTISING BY PRECISION REACH



Total Records:
4,300,000+

Matched To Devices:
Smartphones,
Laptops, Tablets and
Smart TVs

Row Crops
1,400,000+
Corn, Soybeans,
Cotton, Wheat

Specialty Crops
335,000+
Fruits, Veggies, Tree
Nut & Vine

Ag Retailers
73,000+
US and Canada

**Farm Equipment
Dealers**
8,000+
US and Canada

Beef
425,000+
Producers, Vets

Dairy
126,000+
Producers, Vets

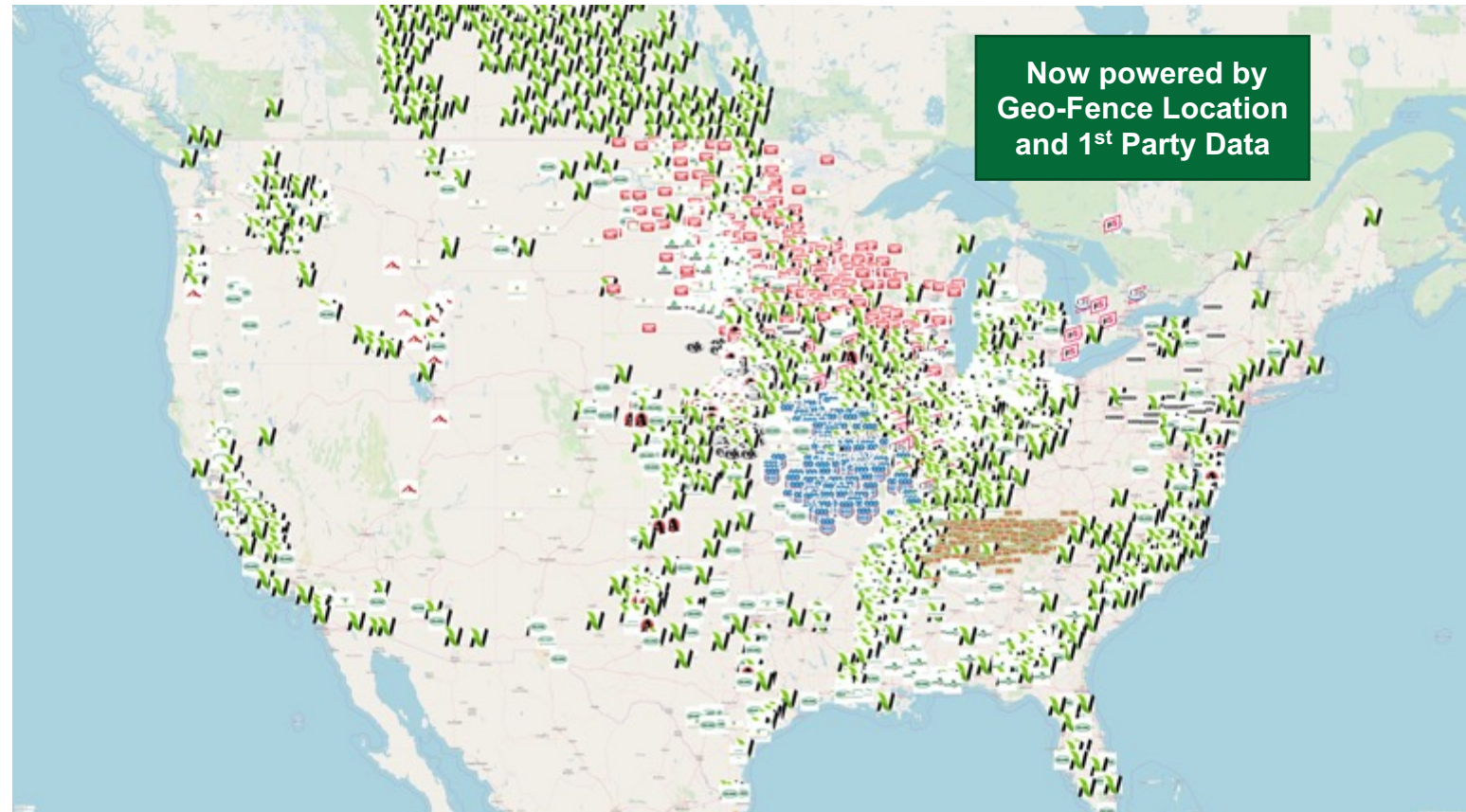
Swine
57,000+
Producers, Vets

Other Audiences
1,900,000+
Landowners, Non-
Operators, Agronomists,
Nutritionists, Consultants,
Agribusiness



REACH AG RETAILER AUDIENCES

- Programmatic Ad Serving to **Top 100** Ag Retailer Company Employees across 5,500+ locations in US and Canada
- Plus, Farm Journal's "The Scoop" retailer audience (1st party records) is included
- You can target by Company, by Service Offering, by Job Levels.





REACH FARM EQUIPMENT DEALERSHIP CUSTOMERS AND EMPLOYEES

- Reach Farm Equipment Dealership customers and/or employees from 8,000+ locations in US and Canada
- Target your message by:



Location Visitors

Dealership visitor as customer and/or employee.



Employees

Employees by Job Levels and/or Department.



Farmers

Dealership visitor known to be farmer of certain commodity and operation size.



Geography

GEO: Country, State, County, Postal, Radius.



Equipment Brand

Equipment brand carried at the location(s).



PRECISION REACH™

DATA DRIVEN PROGRAMMATIC

24/7 Precision Reach of Your Target Customers



















Connecting to farmers, ranchers, retailers and consultants wherever they go in digital space.

- 80,000 brand safe sites in our inventory
- Proprietary whitelist of 8,000+ domains
- Core Focus: Business, News, Weather, Sports

Example of websites, apps and streaming broadcast utilized for Precision Reach ag programmatic campaigns

  <p>Des Moines Register</p>	<p>WEATHER weather.com accuweather.com weatherbug.com wunderground.com intellicast.com weathercentral.com viewweather.com</p>	<p>NEWS msn.com cnn.com huffingtonpost.com foxnews.com nbcnews.com cbsnews.com usnews.com forbes.com</p>	<p>BOOKS & LITERATURE esquire.com time.com theatlantic.com newsweek.com</p>	<p>FINANCE bankrate.com investopedia.com wisebread.com interest.com erate.com banks.com lender411.com dailyfinance.com kiplinger.com money.cnn.com</p>	 
  <p>hulu</p>	<p>SPORTS bleacherreport.com cbssports.com nbcports.com nhl.com thepostgame.com sportingnews.com rivals.com nfl.com espn.go.com nba.com</p>	<p>AGRICULTURE almanac.com equinenow.com landandfarm.com dreamhorse.com cattlepages.com dairyforums.com equine.com farmforum.net capitalpress.com webfarmer.com farmingforumsite.com agweek.com cattletoday.com tractorbynet.com</p>	<p>ARTS & ENTERTAINMENT imdb.com ticketmaster.com fandango.com stubhub.com rollingstone.com eventful.com wherevent.com eventguide.com pandora.com rottentomatoes.com</p>	<p>REFERENCE yelp.com ask.com mapquest.com whitepages.com ehow.com dictionary.com</p>	     
  	<p>BUSINESS FINANCE businessinsider.com wsj.com bloomberg.com cnbc.com reuters.com entrepreneur.com foxbusiness.com investors.com nasdaq.com finance.yahoo.com</p>	<p>ONLINE COMMUNITIES youtube.com flickr.com photobucket.com blogspot.com</p>	<p>AUTOS & VEHICLES edmunds.com caranddriver.com nadaguides.com motortrend.com thecarconnection.com hotrod.com</p>	<p>HEALTH mensfitness.com menshealth.com muscleandfitness.com mensjournal.com elitemensguide.com</p>	  
  	<p>Forbes</p>	<p>AccuWeather</p>	<p>CNNMoney</p>		 
 	<p>AccuWeather</p>	<p>CNNMoney</p>	<p>CNNMoney</p>	<p>Kiplinger</p>	 
<p>WCCO NEWS RADIO 830</p>	<p>Forbes</p>	<p>AccuWeather</p>	<p>CNNMoney</p>	<p>Bloomberg</p>	<p>THE WALL STREET JOURNAL</p> <p>CBS NEWS</p>



ADD AFFINITY SEGMENTS TO YOUR TARGET AUDIENCE

CROPS

- Agronomic
- Broadleaf Weed
- Corn
- Cotton
- Crop Protection
- Custom Application
- Dicamba
- Fertilizer
- Fungicide
- Herbicides
- High Yield
- Insecticide
- Nematode
- Nitrogen
- On-Farm Storage
- Organic
- Precision Application
- Produce
- Rootworm
- Seed Treatment
- Soil Health
- Soybean
- Vegetable
- Wheat

LIVESTOCK

- Animal Health
- Animal Nutrition
- Beef
- Dairy
- Dairy Tech
- Dewormer
- Food Processing and Farming
- Genetics
- Livestock
- Manure Management
- Pork
- Vaccine

FINANCIAL

- Bankers/Credit Managers
- Finance
- Insurance
- Profit Focused
- Risk Management

PERSONA / INTERESTS

- Analytics
- Business
- Carbon
- Community
- Data Analytics
- Dealer Appreciation
- Employment
- Farm
- Farm Data
- Land
- Progressive Minded
- Rural Lifestyle
- Rural Safety
- Social Media Interest
- Software
- Succession Plan
- Succession Planning
- Sustainability
- Technology
- Tradition
- Whole Farm Solution

BRANDS

- Fungicide Brands
- Enlist
- Corvus
- DeKalb
- Corvus Competitive
- Pioneer
- Soybean Herbicides

EQUIPMENT

- Machinery
- Kubota
- John Deere

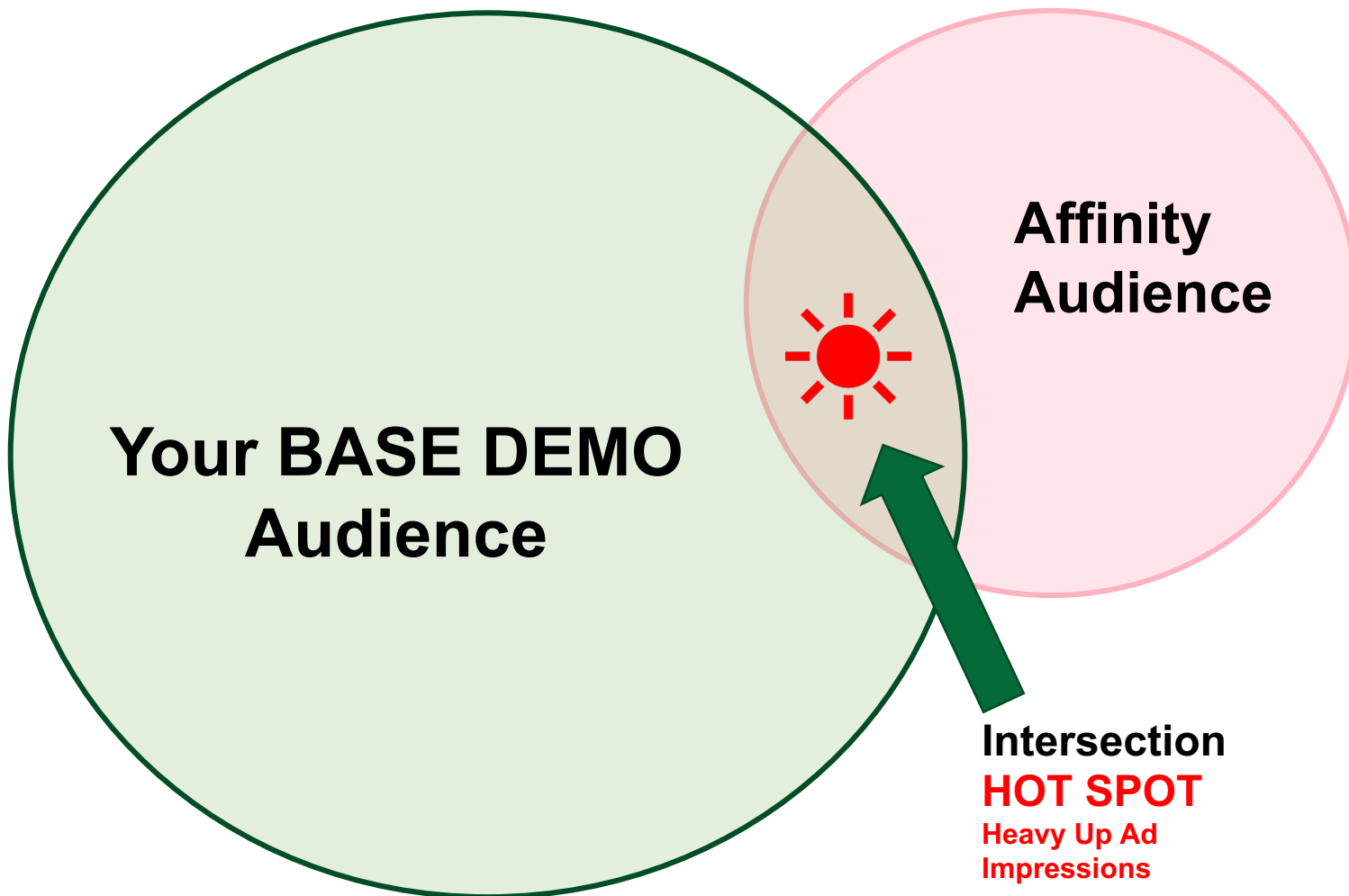
OTHER

- Farm Bureau
- Farm to Table
- FBN
- Leave A Legacy
- Long Haul
- Regulation
- Retail
- Turnkey Retailers

Need others?
Ask your FJ Rep



WORKING TOGETHER: AUDIENCE DEMO AND BEHAVIOR SEGMENTS



Strategy:

- Intersect Demo & Affinity audiences
- Maximize Imps @ Intersection

Benefits:

- Highly Engaged Audience
- Increases the Click Rate!

PRECISION REACH™

DATA DRIVEN PROGRAMMATIC

Ag-Centric Digital Strategies

Maximize your marketing dollars with a high frequency advertising solution, choosing your audience and tactics.








1

Audience

- Farmers
- Livestock Producers
- Ag Retailers
- Certified Crop Advisors
- Vets, Nutritionists and Consultants
- Grain Merchandisers
- Other

2

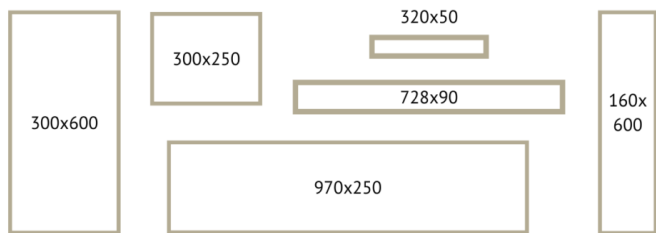
Tactic

-  Display  CTV
-  Native  Audio
-  Video  Social
-  Trade Show Geofence



PROGRAMMATIC MEDIA TACTICS

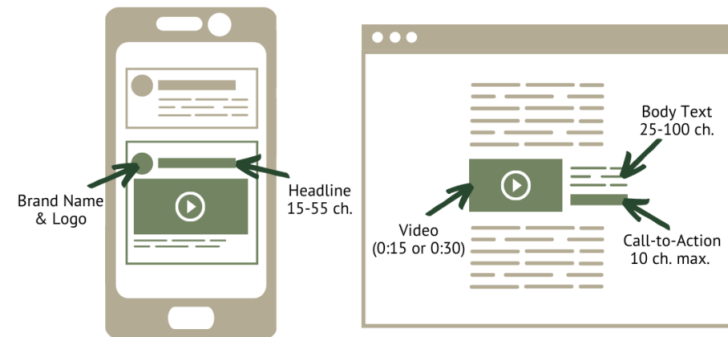
Banner Display / GEO Fence



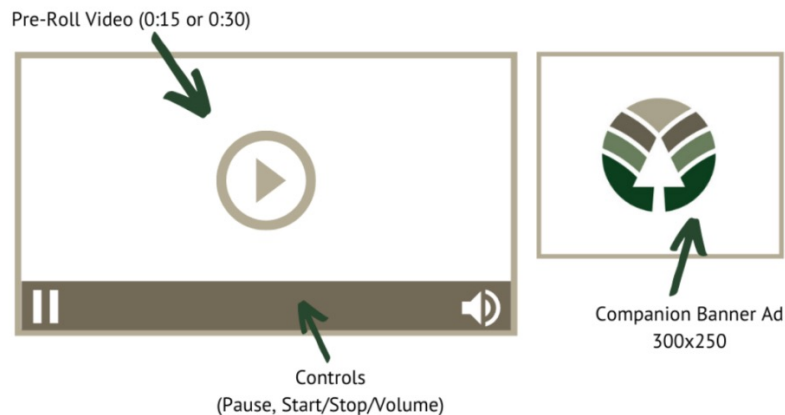
Connected Television



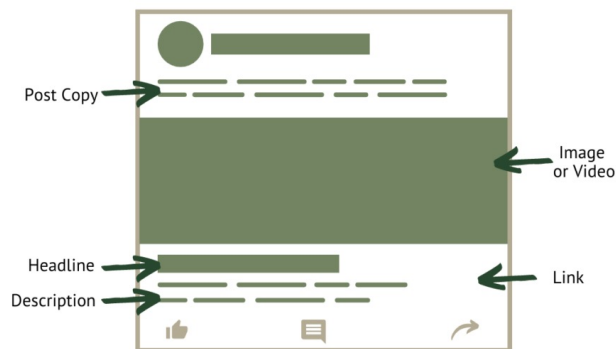
Native Display & Native Video



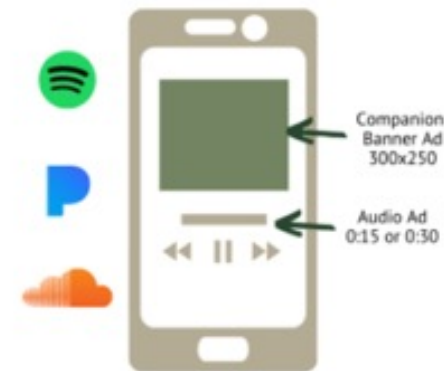
Pre-Roll Video



Facebook/Instagram



Streaming Audio



We've seen Display CTR exceed

0.5%

at top ag shows using our strategy

PRECISE EVENT MARKETING

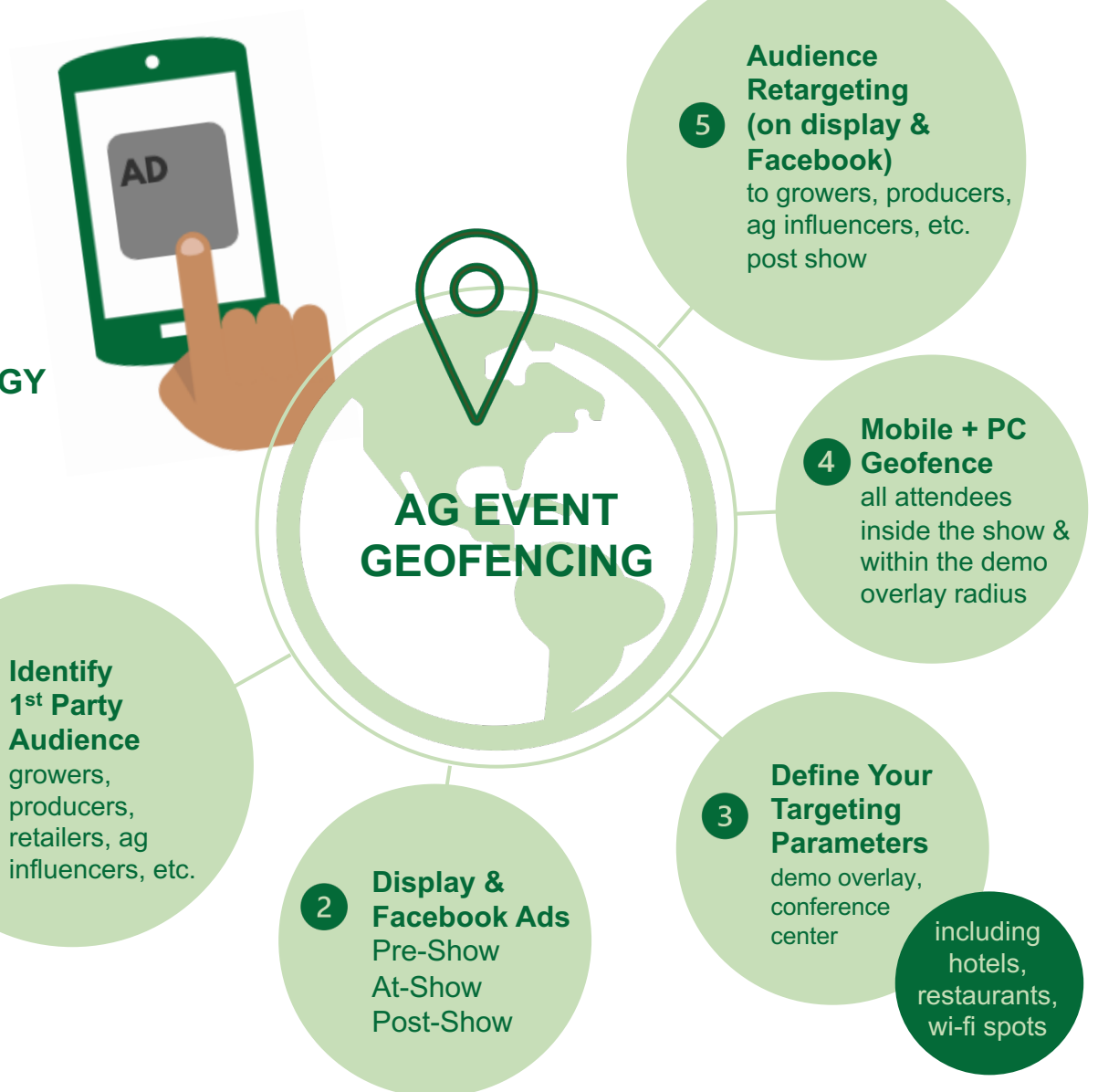
AG EVENT GEOFENCE DATA + MEDIA STRATEGY

DEMO OVERLAY STRATEGY

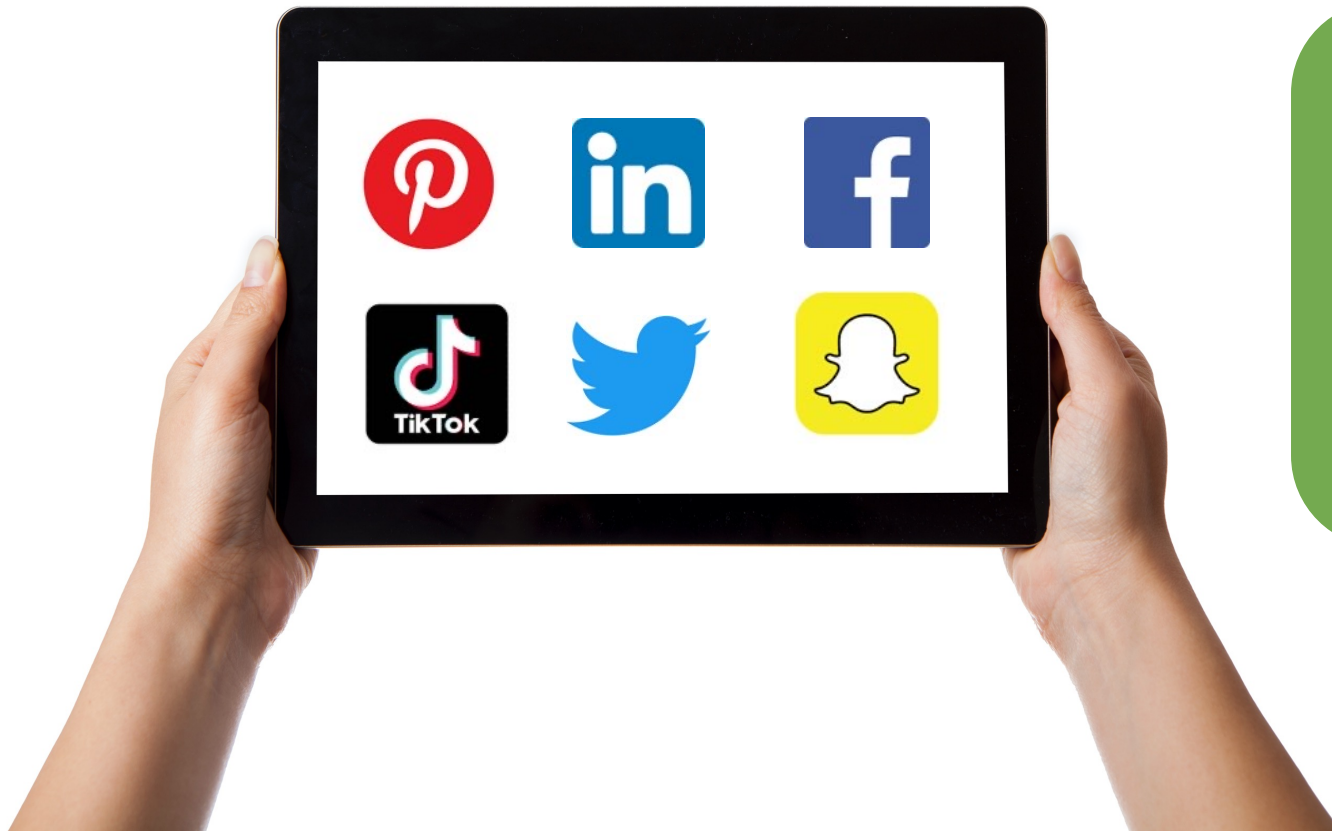
Combine traditional event geofencing with Farm Journal 1st party agriculture data targeting producers *pre-show, at-show, and post-show*.

Using an integrated marketing approach by running *Programmatic Display & Facebook* ads at top ag shows to reach your audience online and on social media.

All Device Reach: Mobile, Laptop, Tablet



INTRODUCING... PRECISE SOCIAL



An audience-driven solution to help agri-marketers run ads more effectively on social media.



OUR APPROACH

Where are farmers on social media?

Quantitative Research:
social media match rates

Qualitative Research:
survey on social media behaviors



AG SEGMENTS ON SOCIAL PLATFORMS

Audience Segment	Facebook / Instagram	Tik Tok	Twitter	LinkedIn	Snapchat	Pinterest
250+ Row Crop; 12 NC States						
1000+ Corn or Soybeans; 12 NC States						
1+ Specialty Crop; National						
CCA						
PCA						
Ag Retailers; National						
50+ Beef; National						
1+ Dairy; National						
Veterinarian, Consultant - Livestock, Nutritionist; National						
Produce Retailers, Wholesalers, Foodservice; National						
Produce Grower, Packer, Shipper; National						

- Very Limited
- Limited
- Some
- Many
- Most
- All

Last Updated 1/23/2023

SOCIAL PLATFORM RECOMMENDATIONS

Top Recommendations

- Facebook
- Snapchat

Areas to Explore

- **TikTok:** Younger Audiences
- **LinkedIn:** Non-Farmer Ag Professionals
- **Pinterest**

YOUR PRECISION REACH TEAM

Data-Driven Programmatic Advertising Executed With Precision

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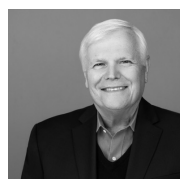
Find out more about how we help you connect with the audience that's most crucial to your company's success.



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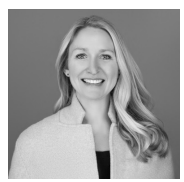
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