

The Magazine | The Website
Built for Sales

TARGET AUDIENCE:

100,000 of the Most Active Buyers in the Agricultural Market, Nationwide:

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

INTERNET SITE: www.onlinefarmer.com

LEAD SOURCES: Leads generated from:

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

PRICING:

4 - COLOR

Full Page	\$3,000
1/2 Page	\$1,550
2 Page Spread	\$5,750
3 - 1/2 x 5 - 1/2 Insertion Card	\$3,200
Page 1, 2, 3 or 5	\$3,200
Inside Back Cover - Full Page	\$3,200
Back Cover	\$4,900
Onsert	\$23,000

SCHEDULE

Issue	Cut off	Mailing Date
2009		
June/July	5/7/09	5/29/09
August/September	7/8/09	7/29/09
October/November	9/9/09	9/30/09
December/January	11/4/09	11/25/09
2010		
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