

# The Results Are Clear...

# **SUCCESSFUL FARMING<sup>®</sup>**

## Connects with Readers Better Than Ever!

Successful Farming<sup>®</sup> magazine gets a 1.5 pass along readership score, delivering a total of **2.5 readers/copy.**

Successful Farming readers spend an average **1.4 hours** with each issue of the magazine.

Readers of *Successful Farming* save their issue an average of **3.4 months.**

**80%** of *Successful Farming* subscribers read 1/2 or more of their issues of the magazine



# Ads are Highly Effective in **SUCCESSFUL FARMING®**

According to a recent study, *Successful Farming* readers take action as a result of seeing ads in the magazine.

- 37%** Discussed an ad they saw in the issue with others
- 37%** Contacted a dealer, supplier, or representative after seeing an ad
- 40%** Visited an advertiser's Web site
- 27%** Filed an ad for future reference
- 9%** Passed an ad along to others
- 9%** Contacted the advertiser in some other way
- 12%** Purchased or placed an order for a product or service



**SUCCESSFUL FARMING**  
www.agriculture.com



Successful Farming Companion Survey Results: Readex August 2007