

READERSHIP

- 880,000 adult readers
 - 70% pass along
 - 43% passed along to another farm owner/operator
- Average time spent with issue: 64.4 minutes
 - 38.8% keep their issue up to 3 months
 - 28% keep their issue up to 6 months

REACH

CROP PRODUCERS

- 92% of U.S. corn producers
- 89% of U.S. soybean producers

LIVESTOCK PRODUCERS

- 96% of U.S. fed cattle
- 89% of U.S. hogs
- 64% of U.S. dairy

PROFILE

- Average age of reader.....57
- Male.....69%
- Female.....31%
- Willing to try new products.....87%
- Community leaders85%

EDUCATION

- High school graduate96.3%
- Some college.....57.7%
- College degree28.9%

OPERATION

- Average farm size.....647 acres
 - 500 – 999 acres.....25%
 - 1,000 – 1,999 acres.....21%
 - 2,000+ acres12%
- Median gross income.....\$157,000
 - Less than \$100,000.....38%
 - \$100,000 – \$249,000.....33%
 - \$250,000 or more30%
- 88% produce one or more farm crops
- 97% own a farm tractor
 - 94% own 2 or more
 - 83% own 3 or more
 - 64% own 4 or more
- 98% own an automobile or truck
 - 94% have 2 or more
 - 83% have 3 or more
 - 45% have 5 or more
- 89% own a riding lawnmower or garden tractor
- 74% own a computer



Sources: ABC Publisher's Statement, 12/31/09;
 SF® Market Research Panel;
 USDA Census, 2002