

Successful Farming® magazine is published “for families that make farming and ranching their business™.” Its editorial purpose is to serve the production, business and family needs of a diverse American agriculture.

We provide ideas farm and ranch families can take right to the field, barn, shop, office, home, family or heart to add value to their lives, businesses and lifestyles.

This philosophy has nurtured a relationship between our editors and readers that has resulted in *Successful Farming* having more paid subscriptions than any other farm magazine in America.

For advertisers, this philosophy provides:

TRUST

in a quality editorial product as evidenced by our continued high percentage of paid subscribers

CONFIDENCE

based on exceeding the high standards of the Audit Bureau of Circulations

PERFORMANCE

as proven with top editorial readership and preference scores

VALUE

in maximizing sales opportunities through greater reach, frequency and gross impressions

That's what makes *Successful Farming* magazine “right for readers and right for advertisers.”

