

SUCCESSFUL FARMING® MACHINERY SHOW

The Successful Farming® Machinery Show provides cutting edge, useful information about one of farmers' most important assets – machinery.

The *Successful Farming Machinery Show* delivers all the best-read favorites from the magazine, and brings life to these favorites in a full length television program.

CONTENT INCLUDES:

- **Top Shops®**
 - Tours
 - Maintenance Tips
 - Cool Tools
- **Machinery Pete** at Auctions
- **All Around the Farm®**
- **Famer Inventions**
- **Crop Tech Tour**
- **Hot Iron**
- **Ageless Iron®**

Host: Dave Mowitz, Machinery Director

Featuring: Laurie Potter, Deputy Machinery Editor
Greg "Machinery Pete" Peterson

177,000 people tune in to watch the *Successful Farming Machinery Show* each week!

The *Successful Farming Machinery Show* Web site on Agriculture Online® delivers an average of 75,000 page views per month on www.agriculture.com/tv.

MULTIMEDIA EXPERIENCE

Online at *Agriculture Online*

Successful Farming Machinery Show is housed online at www.agriculture.com/tv

Podcast on *Agriculture Online*

Audio content available as standard audio podcast
Select video made available as video podcast

Cross-Promotion

On air and online advertising opportunities

SCHEDULE

Program airs 52 weeks a year.

Thursdays at 8 p.m.

Fridays at 10 a.m.

Sundays at 10 p.m.

All times EST

PRICING

:30 Second Commercial

\$150,000 for 52 weeks

\$3,500 for 1 week

:07 Second Billboard

\$40,000 for 52 weeks

\$960 for 1 week

PRODUCTION SPECIFICATIONS

File format: mp4

Send materials to:

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tricia.uitermarkt@meredith.com



- On air since December 2000
- Found on DISH Network channel 231, DIRECTV Channel 379, Mediacom, NCTC, and other cable systems
- Reaching potentially 26 million households
- Programming runs 24/7 with limited commercial interruption
- 75.1% of viewing audiences live on a farm or in rural America
- 80% of the viewing audience watches two or more hours of RFD-TV each day

