

Committed to Beef

Intelligent marketing and data solutions for the beef industry.



“While optimism is high and market conditions are favorable, U.S. beef producers are navigating a landscape filled with both significant challenges and promising opportunities. The industry is facing issues such as an aging producer base, labor shortages, rising land costs and emerging animal health threats like New World screwworm. Despite these obstacles, beef producers remain resilient and adaptable — and at the brink of a major technological transformation.”



Angie Stump-Denton

Editorial Director, *Drovers*

[Read more about her here](#)



“As the cattle industry evolves, bovine veterinarians are transitioning into vital strategic partners by integrating advanced diagnostics and data-driven insights to redefine the modern standard of care. The profession is currently navigating significant headwinds, including a shrinking rural workforce, the mental health toll of practice, and the constant vigilance required by emerging biosecurity threats. Despite these challenges, the scientific expertise and tireless 'boots-on-the-ground' dedication of these professionals remain the driving force behind a more resilient, technologically advanced, and sustainable livestock industry.”



Andrea Bedford

Editorial Director, *Bovine Veterinarian*

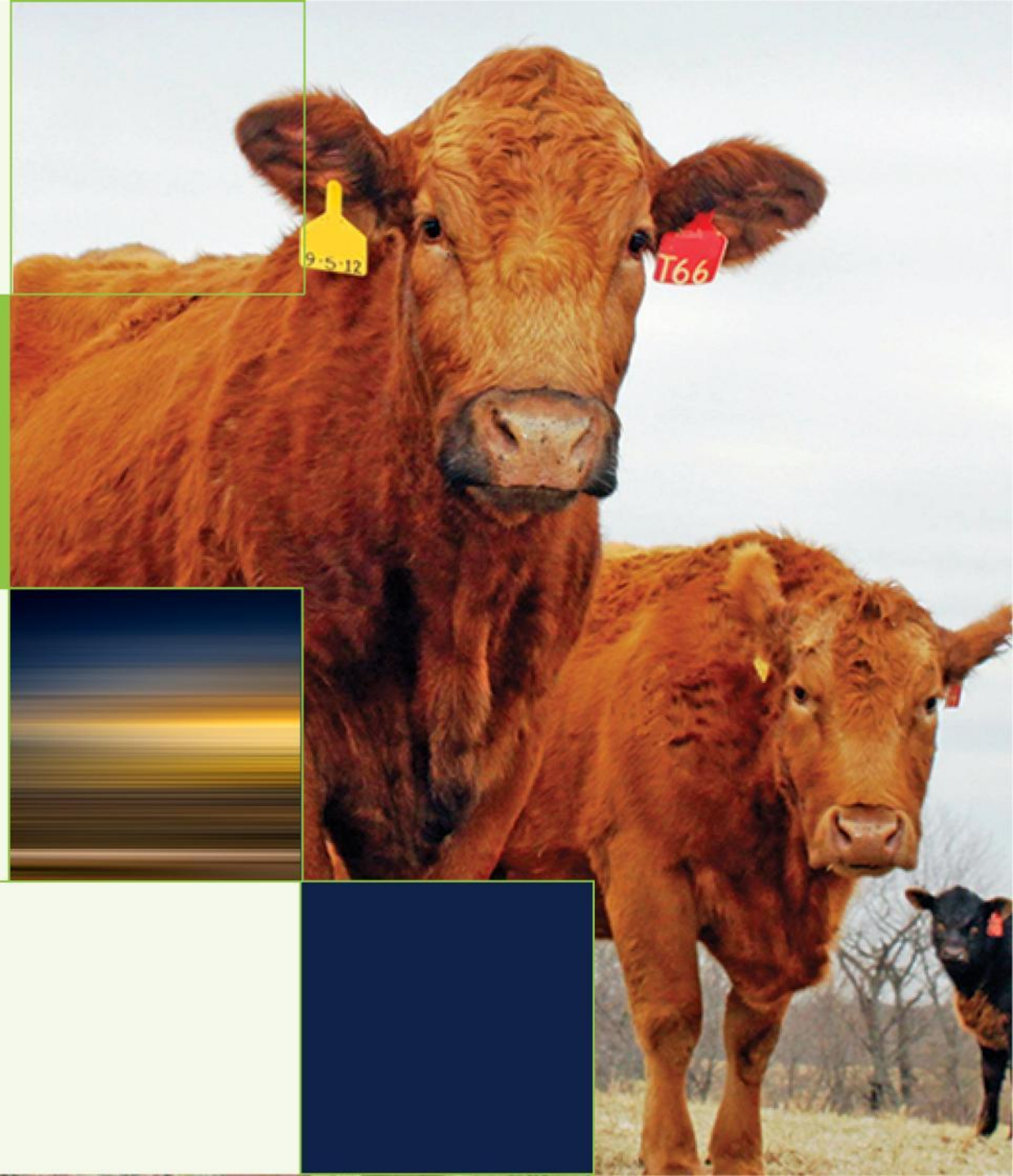
**BOVINE
VETERINARIAN**



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Beef Market and Buyer Insights



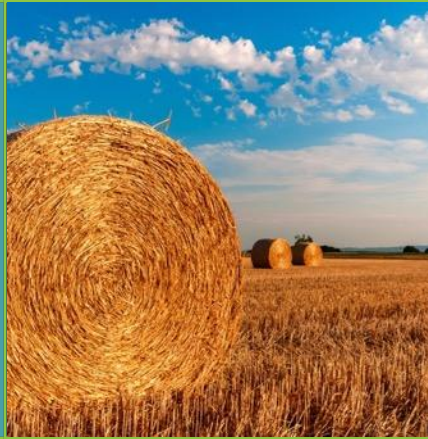
The World of Beef

Despite ongoing challenges such as weather, labor and rising operational costs, America's beef industry remains essential to the country's economy and everyday life.

Today's cattle producers combine the grit and determination of previous generations with management and technological advancements to boost production and lower costs. As a supplier, you play an integral role in creating a profitable business.

*Drovers 2024 State of the Beef Industry Survey
† CattleFax / USDA data

94.2M
Total Head
All cattle inventory, as of 7/1/24†



90/10
622,000 operations with
1 or more cows, but only
65,000 operations (10%)
with 100 or more.



81%
Cattle producers impacted by
recent drought conditions*
46%
Reduced herd size due to
drought*



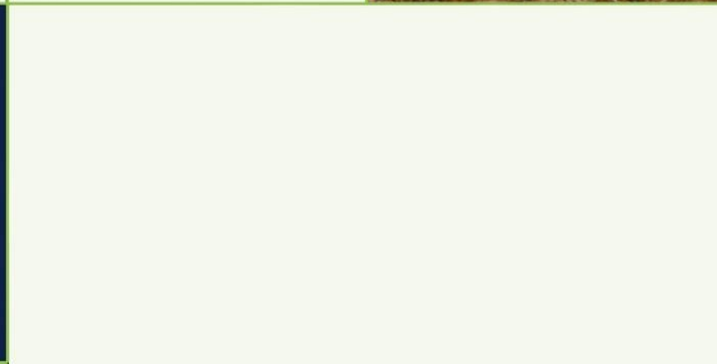
\$9.97
Billion
Value of U.S. Beef Exports



55%
Cattle producers who have
started to restock their herd, or
plan to within next year*



Marketing and Sales Strategies to Break Through Beef Markets



Farm Journal Beef Portfolio

Serving the Beef Market

We are committed to providing the news and information beef producers, processors and stakeholders need to be successful in their business

Beef's Most Trusted Brands

Award-winning content created to inform and guide beef producers as they operate, evolve and grow profitable businesses

We Know Beef Producers

Daily interactions with beef producers generate first-party data and informed insights to power marketing and sales strategies

Omnichannel Programs

Beef content shared on digital, broadcast, research, print, event, and experiential platforms meet buyers where they are on their decision journey

Commitment and Passion

Our people have a personal investment that strengthens our professional focus to drive positive change and prosperity throughout the beef business

Problems We Solve

Who is my ideal customer, market or audience?

What do I need to know about them?

What are the best ways to influence my audience?

Who is ready to adopt new practices?

How should I design my content and marketing plan for this group?

Producer Pools

With Farm Journal's unique data set on thousands of beef decision-makers plus advanced data modeling, we create curated visualizations and lists of your market size and the people you should target so that you can be precise and achieve better results.

Producer Profiles

Farm Journal's unique data and expertise in beef audiences drives deep understanding into the human dimensions of change to arm you with the data you need to maximize impact and influence with your target group.

Producer Playbooks

Audience profiles allow Farm Journal to bring you expertise and insights into the beef industry and build actionable strategies that can influence a producer's decision journey.

Readiness Index

Farm Journal brings expertise into ag sustainability and the human dimensions of change to provide actionable insights to connect with producers most ready to change.

Content Support

Farm Journal's knowledge and expertise of beef decision-makers provides you with a detailed toolkit to plan the timing and messaging of your content and marketing efforts to align to the needs and interests of producers.

Using Intelligence and Influence to Understand Beef Markets and Buyers



The Power of Intelligence and Influence



Find Your Next Customer

Pinpoint the people most receptive to your message, product, or solution

Understand and Plan Your Territory

Visualize the locations where your best potential customers are clustered

Understand Beef Producers

Understand what motivates the people at the heart of ag to change or buy

Turn Data Into Intelligence and Influence

Get actionable insights and strategies to drive your sales, marketing, or outreach programs

**Solutions to Find,
Connect and
Activate Your Next
Customers**



Audience Profiles to Find Your Next Customer

Drovers

From markets to production, news to policy, Drovers is the industry leader reaching the **largest number of cow-calf, stocker and feedlot segments.**

Engage Your Target Customers With Reach and Frequency

Farm Journal's omnichannel network not only reaches more beef producers but also reaches them far more often to help your message and value break through the noise. With more than 200,000 monthly page views, Farm Journal beef brands provide engagement options via digital and print content, eNewsletter, and social media, as well as through broadcast channels such as AgDay, AgriTalk and U.S. Farm Report.

This reach and frequency ensures that your message connects with your best prospects across multiple channels and formats, avoiding the risk of ad or message fatigue.

Print and Digital Publications



Subscribers:

120,010

100+ Cow-calf:

65,163

100+ Stocker:

33,655

100+ Fed Cattle:

31,718



Audience Profiles to Find Your Next Customer

Bovine Veterinarian

The only business publication specifically targeted to vets, nutritionists and consultants whose practice includes care of beef or dairy cattle.



Subscribers:

14,000

Audience Breakdown

- Veterinarians | 70%
- Consultants | 12%
- Nutritionists | 8%
- Other | 10 %



Solutions – At a Glance

Our trusted print, digital, and broadcast solutions deliver your message to beef producers across multiple channels, which they rely on to stay informed, identify new solutions, and run their beef operations.



Information and ideas, delivered through print and digital formats, that help beef producers improve animal production and management, business operations, and overall market performance.



Vets, nutritionists, and consultants rely on animal care and business information, as their practice depends on understanding the latest trends, nutrition information, and care advice for beef and dairy cattle.



The “Farmer’s Favorite” publication that provides in-depth coverage of news and information for beef producers.



Top Producer provides sound business advice and insights that help large-scale commercial farmers and livestock producers thrive.



Farm Journal’s digital hub provides news and information on all segments of agriculture, including a focus on beef.



The weekday newscast for American Ag provides farmers and ranchers with news, weather, and business headlines to keep producers and suppliers informed.



The longest-running syndicated TV program focused on agriculture, rural issues, and the country lifestyle, airing each weekend on stations coast-to-coast.



American Ag’s radio talk show airs live for two hours each weekday. It covers farm and ranch production, policy, technology, and market analysis.

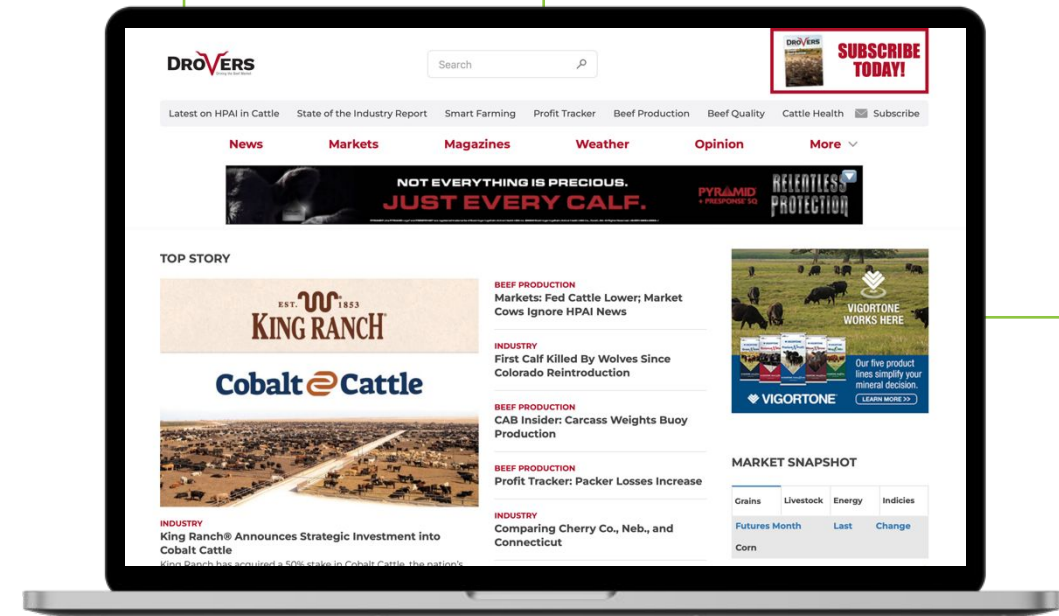


Progressive beef producers trust Drovers to provide up-to-date market and industry news, expert commentary, and insights to help these owners and operators make smart business and management decisions.

Delivering the optimal breadth and depth of information and insights powers Drovers' reach of the largest number of cow-calf, stocker and feedlot segments through print and digital editions.

- Drovers' editorial content enables them to:
- Increase production, profitability and herd health
- Stay current on industry dynamics and opportunities from pricing to technology
- Improve business management and marketing
- Understand consumer preferences, government regulations and social issues

Running your programs within this trusted, information-rich environment aligns your message and value with the issues your target customers care and think about.



BOVINE VETERINARIAN

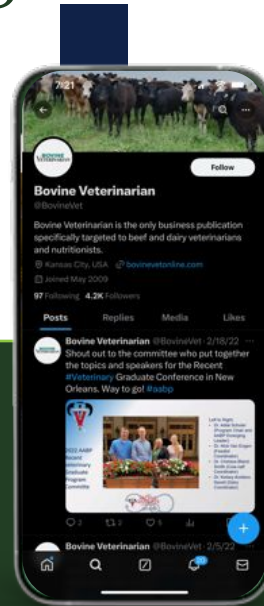
HEALTH. BUSINESS. WELL-BEING.

Connect With Caregivers

The print and digital editions provide leading-edge information on animal care and how to improve business practices and marketing their animal care services. This highly specialized audience turns to Bovine Veterinarian for vital information about:

- Beef and dairy cattle care
- Technology and new products
- Business management
- Animal health and nutrition

No other media platform enables you to precisely or effectively target this specialized audience.



55K+

Average Monthly Pageviews

38K+

Average Monthly Users

10K+

eNewsletter Subscribers

19K+

Facebook Followers

4K+

X Followers



Future of Beef Podcast

The Future of Beef Show is the place for progressive producers to connect with the people and ideas shaping the future of the cattle industry.

Join our mission to empower beef producers with the knowledge, data and networks to thrive in a rapidly changing industry.

Sponsorship Includes:

- Live read sponsor billboard – top of each episode
- Two Custom (:30) commercial message mid-show or one (:60) during show
- Two original podcasts per month
- Company Logo on Future of Beef website
- Opportunity to incorporate company message of previously recorded shows

Available on FJ's YouTube Channel and all major podcast platforms

Limit three sponsors per month



Digital Solutions

When you want to increase brand awareness or reinforce your value proposition, advertising on **Drovers.com** or **Bovinevetonline.com** positions your company among the most trusted information in the industry and delivers your message to a qualified audience of beef decision makers.

Options include:

- Static and animated ads in a variety of sizes and placements
- High-impact, expandable and scrollable ads
- Engaging video ads
- Seamlessly integrated native ads
- Site-spanning wallpaper ads

[Click here for Farm Journal Digital Ad Units](#)

Grains	Livestock	Change
Wheat		
Sep 2025	508.4	-9.4
Dec 2025	525.2	-9.0
Soybean Meal		
Sep 2025	276.5	-7.1
Oct 2025	277.9	-5.5

eNewsletters

100% Opt-In Requested Subscriptions

Our newsletters offer vital insights for beef producers to run their operations. For marketers, newsletters provide producer data and are the ideal platform to reach producers directly in their inboxes.



DROVERS
Driving the Beef Market

81,500+
Subscribers
Delivered Daily

FARM JOURNAL
AG WEB

169,000+
Subscribers
Delivered Daily

Programmatic Marketing

Precise targeting at scale to drive consideration and conversion.
Premium off-site digital activation.

Solution Summary

Combining Farm Journal's trusted and complete market access with Precision Reach's next-generation technology gives you the most robust solutions to deliver high ROI campaigns. Deliver impressions to your audience wherever they go in the digital space

Program Stats

- 4,300,000+ total records matched to smartphones, laptops, tablets and smart TVs
- Primary DSPs: Trade Desk, Google DV360, StackAdapt

Row Crops

1.4M+

Corn, Soybeans,
Cotton, Wheat

Ag Retailers

73K

U.S. and Canada

Farm Equipment Dealers

8K+

U.S. and Canada

Specialty Crops

335K+

Fruits, Veggies,
Tree Nut & Vine

Beef

354K+ Cow/Calf

146K+ Feedyard

5K+ Vets/Nutritionists

Dairy

121K+ Producers

7K+ Vets/Nutritionists

Swine

57K+

Producers, Vets

Other Audiences

1.9M+

Landowners, Non-Operators, Agronomists,
Nutritionists, Consultants, Agribusiness

Top Producer SUMMIT

Meet the Elite

Top Producer Summit draws a unique crowd of successful, innovative entrepreneurs who are seeking new ways to give their operations a competitive advantage. As a sponsor, you will join a roster of top industry brands and network with some of the best producers across the country.

Your broad visibility throughout Top Producer Summit enables excellent opportunities to find your next customers through:

- Networking and relationship building
- Conversation and lead generation
- Building and differentiating your brand and offerings

2026 Event:
Renaissance Hotel
Nashville, TN
February 9-11, 2026

Our 2025
attendees
represented...

1,946

Average Total
Beef



\$4.3M

Average Gross
Farm Income

54

Average age

3,198

*Total average
acres



23k

Average Total
Swine

778

Average Total
Wheat

3,810

Average
Livestock

1,405

**Average Soybean
Acres

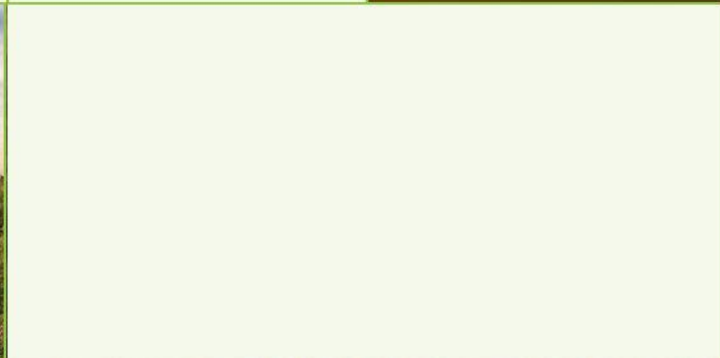
1,526

**Average Corn
Acres

1,268

Average Cotton
Acres

Beef Marketing Resources, Specifications and Brand Details



2026 Production Calendars:

[Click here for 2026 Editorial Calendars](#)

[Click here for Farm Journal Print Specs](#)



Our Team

With unsurpassed expertise, our team produces trusted, timely content respected by the audience you want to reach.

Content Team

Katie Humphreys | Executive Editor & Farm Journal Editor

Clinton Griffiths | Executive Producer & AgDay Host

Tyne Morgan | U.S. Farm Report Host

Greg Peterson | Machinery Pete

Chip Flory | AgriTalk Host

Margy Eckelkamp | Top Producer & The Scoop Brand Leader

Jennifer Strailey | Produce Editorial Director

Angie Stump Denton | Drivers Editorial Director

Karen Bohnert | Dairy Editorial Director

Jennifer Shike | Farm Journal's PORK Editor

Andrea Bedford | Animal Health Editor

Michelle Rook | National Farm Journal Broadcast Reporter

Rhonda Brooks | Agronomy Editor & Bovine Veterinarian Editor

Matthew Grassi | Technology & Machinery Editor

Davis Michaelsen | Land Owner Editor

Hillari Mason | Market Analyst, Pro Farmer

Lane Akre | Junior Economist, Pro Farmer

Chris Bennett | Issues Editor

Taylor Leach | Assistant Editor, Dairy

Christina Herrick | Produce Editor

Jill Dutton | Associate Editor, Produce

Kerry Halladay | Associate Editor, Produce

Contact Us

Find out more about how we help you connect with the audience that's most crucial to your company's success.

Dustin Johansen | Senior Vice President of Sales, Livestock Division (309) 339-4718
djohansen@farmjournal.com

Tyler Smith | Vice President of Sales, Crops Division (405) 612-8678
tsmith@farmjournal.com

Bailey Eberhart
(740) 491-6172
beberhart@farmjournal.com

Katie Eggers
(612) 810-1447
keggers@farmjournal.com

Michelle Fluty
(309) 261-7247
mfluty@farmjournal.com

Jaime Jonesmith
(314) 605-6004
jjonesmith@farmjournal.com

Chris Larsen
(913) 901-6821
clarsen@farmjournal.com

Grace Link
(608) 772-9597
glink@farmjournal.com

Alix Manthei
(701) 928-0824
amanthei@farmjournal.com

Annie McCullough
(608) 628-6827
amccullough@farmjournal.com

Leah Mindemann
(952) 270-8778
Leah.Mindemann@bock-assoc.com

Pegeen Prichard
(312) 953-7417
pprichard@farmjournal.com

Nicole Starr
(262) 993-9847
nstarr@farmjournal.com

Eric Welsh
(608) 774-3314
ewelsh@farmjournal.com