

# Farm Catalog — For Today's Top Farm Operator

Published once each year in January, *Farm Catalog* connects you to over 60,000 Class 1A (high income) farm operators with more than 1,000 acres in the top 21 row-crop states ... “the nation’s breadbasket.”

The *Farm Catalog* is a specialty product directory that serves as a year-round order tool and reference for the most successful, new product-seeking farmers in the U.S. *Farm Catalog* provides a substantial pull-through benefit that supports your dealers. Sales leads from *Farm Catalog* are generated and processed for an entire year, providing a year-round work horse for your advertising investment.

## Mailed to Class 1-A farm operators in key states\*

East North Central		West South Central	
Ohio	2,800	Louisiana	500
Illinois	9,000	Arkansas	1,300
Indiana	4,400	Oklahoma	1,100
Michigan	1,300	Texas	2,500
Pennsylvania	400		
Wisconsin	1,700	West North Central	
		Missouri	2,300
		Iowa	8,400
		Minnesota	4,000
		South Dakota	3,000
		North Dakota	3,400
		Nebraska	5,500
		Kansas	5,300
Mountain			
Colorado	900		
East South Central			
Kentucky	800		
Tennessee	800		
Mississippi	600		

\* Circulation totals are rounded to the nearest 100.



# Farm Catalog — Investment Information

As the farm operators' primary product reference and special order tool, **Farm Catalog** is known for providing the latest specialty equipment available to today's top producers. Products are featured in full-color, bullet-point format and are arranged by product category for easy, year-round reference by farmers. This proven format increases response to our advertisers' messages.

In addition to the vast product reference that is **Farm Catalog**, each annual edition features a singular editorial topic of critical importance to farm operators. The topic for the January 2008 edition is *Succeeding With Continuous Corn*. The rise in corn demand and acreage dedicated to corn will draw the attention of 60,000 farmers to this critical subject, and the array of products at their disposal to help them succeed. Your advertising will benefit from the enhanced readership!

Farm Catalog					
Black and White					
Size	1x	2x	3x	4x	5x
14x20 Spread	7340	5395	5050	4695	4495
Full Page	4455	3270	3055	2830	2725
2/3	3335	2460	2285	2180	1960
1/2	2780	2070	1960	1745	1635
1/3	2225	1635	1525	1410	1310
1/4	1780	1310	1195	1150	1085
<b>Two Color: +\$775    Two Color Matched: +\$1115    Four Color: +\$1665</b>					

All rates are gross, assuming a 15% commission to recognized advertising agencies. Position rates are an additional 15%.

Multi-publication discounts are available for advertisers appearing in this and other titles in the *Lessiter Publications* ag portfolio.

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