

FARM JOURNAL

2009 Advertising Rates

	Four Color Rates				Black & One Color Rates				Black & White Rates			
	Page	2/3 Pg. Vert.	1/2 Pg.*	1/3 Pg.**	Page	2/3 Pg. Vert.	1/2 Pg.*	1/3 Pg.**	Page	2/3 Pg. Vert.	1/2 Pg.*	1/3 Pg.**
National	\$69,010	\$57,255	\$47,365	\$33,785	\$59,985	\$48,200	\$39,215	\$27,175	\$52,790	\$41,070	\$32,735	\$21,920
Central	50,455	41,340	33,530	24,325	43,845	34,740	27,595	19,710	38,585	29,490	22,895	16,010
East	7,940	7,035	6,275	5,360	6,550	5,645	4,955	4,170	5,625	4,730	4,080	3,390
West	10,740	9,305	8,080	6,645	8,995	7,565	6,455	5,210	7,780	6,350	5,320	4,240
South	20,010	16,825	14,090	10,870	17,115	13,930	11,430	8,660	14,925	11,765	9,450	7,045

*1/2 Page - horizontal, vertical or junior page configurations, **1/3 Page - square (70 x 2) or 1 column

Cover Rates

Back (4th Cover, 4 Color) \$79,365

2nd or 3rd Cover (4 Color) \$75,910

Advertising Discounts

To best serve our customers' needs, FARM JOURNAL offers a wide range of incentive programs. Each package is customized to match the individual advertiser's budget and marketing objectives.

Agency Commission

15% commission granted to agencies recognized by Farm Journal Media. No cash discount. Net 30 days from date of invoice. A late charge of 1½% per month will be made on outstanding accounts after 30 days. Full gross payment due for advertising orders sent direct. All remittances must be in United States exchange.

Note: Agency commission applies only to basic space rates. Copy changes, splits, special production premiums, etc., are net; no commission or other discounts apply.

General Advertising Information

Contracts and Insertion Orders

Please send to: FARM JOURNAL Advertising Department
1818 Market Street, 31st Floor
Philadelphia, PA 19103-3654
Phone Number: (215) 557-8950
Fax Number: (215) 568-4221

Disks and Film

Please send to: R.R. Donnelley and Sons
Lancaster Premedia Center
216 Greenfield Road
Lancaster, PA 17601
Attention: FARM JOURNAL Ad Management
Phone Number: (717) 481-2890

Printed Inserts

Please send to: R.R. Donnelley and Sons
3201 Lebanon Road
Danville, KY 40422
Attention: FARM JOURNAL Ad Management
Phone Number: (859) 238-2631

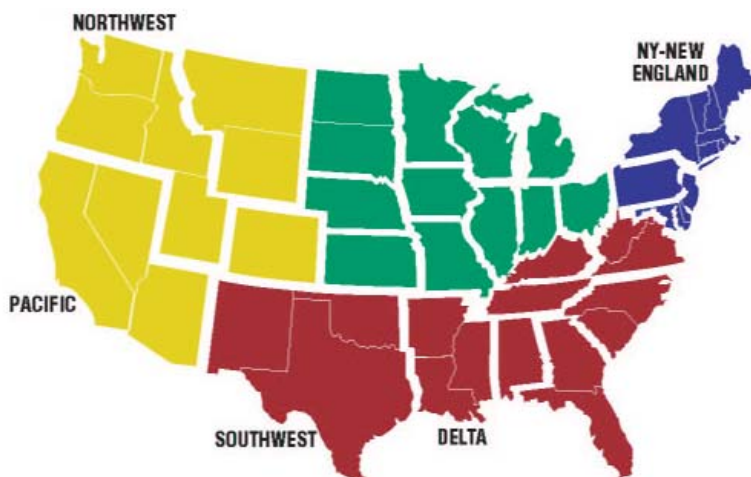
Split Runs/Inserts

Split Runs: Advertisers buying Regional or State Editions may make copy changes on State Edition boundaries provided the ad size and color remain identical. Net premiums per page or fraction changed: Black \$700; 4 colors \$1,500. When changes are made within editions, a split premium will also apply. Contact your sales representative for complete details.

Inserts: FARM JOURNAL can accommodate a wide variety of pre-printed inserts. Rates and specifications for standard units are available upon request. For non-standard or unique designs, please submit a dummy for acceptance.

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State Edition Circulation

CENTRAL 256,087

Ohio 16,520
 Michigan 10,323
 Indiana 17,860
 Wisconsin 19,798
 Illinois 32,842
 Minnesota 27,972
 Iowa 40,714
 Missouri 19,742
 Dakotas 26,426
 Nebraska 24,303
 Kansas 19,587

WEST 36,041

Pacific 8,492
 Northwest 13,001
 Colorado 5,959
 MT-WY 8,589

SOUTH 85,774

Southwest 30,310
 Delta 14,275
 Georgia-Florida 6,857
 Alabama 3,645
 Tennessee 6,970
 Carolinas 8,682
 Kentucky 8,953
 Virginia (incl. WV) 6,082

EAST 22,404

DE-MD-NJ 3,265
 New York-New England 10,308
 Pennsylvania 8,831

National 400,306

Circulation as of June 2008. For more information about FARM JOURNAL's circulation profile and qualification process, contact your sales representative.

Full State Edition CPM Table

Black & White

	Page	2/3 Pg. Vert.	1/2 Pg.	1/3 Pg.
Base Charge	\$2,575	\$2,575	\$2,575	\$2,575
Per 1,000	153.00	115.20	87.55	59.00

Black & One Color

	Page	2/3 Pg. Vert.	1/2 Pg.	1/3 Pg.
Base Charge	\$3,165	3,165	3,165	3,165
Per 1,000	173.15	135.20	105.65	72.60

4 Color

	Page	2/3 Pg. Vert.	1/2 Pg.	1/3 Pg.
Base Charge	\$4,210	4,210	4,210	4,210
Per 1,000	197.65	159.50	126.90	88.60

To compute rate for one or more State Editions:

Multiply circulation of your total buy by cost per 1,000 from table, then add base charge.

To compute rate for one or more State Editions used in conjunction with a Regional Edition:

Multiply additional State Edition(s) circulation by cost per 1,000 from table, then add Regional Edition rate. Do not add base charge.

The National rate will apply when any rate computed from the CPM table exceeds National.

Minimum rate for any state edition buy = \$5,235