

OUR AUDIENCE

HIGH PLAINS JOURNAL



78%

READ
EVERY
ISSUE



2000+

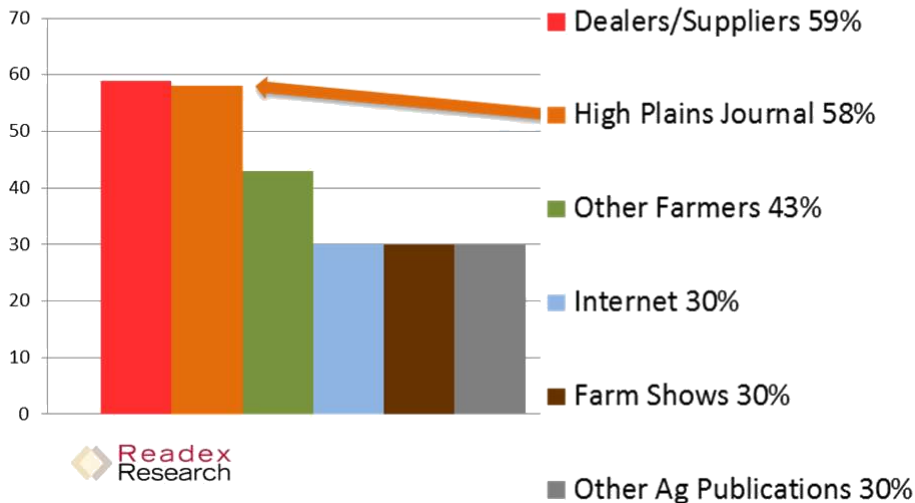
AVERAGE ACRES
OWNED/LEASED

42,000

PAID SUBSCRIBERS
PRINT & DIGITAL

LARGE, DIVERSIFIED OPERATIONS WITH CROPS AND CATTLE INCLUDING CORN, WHEAT, SOYBEANS, SORGHUM, COTTON, ALFALFA, PASTURE, COW CALF, STOCKERS, FED CATTLE, DAIRY AND HOG OPERATIONS.

#1 for Influencing Purchases



HPJ Subscribers farm
nearly 97,000,000 acres!

They spend over a **BILLION**
dollars each year on corn
and soybean seed!

They produce 14 million
acres of Wheat and nearly
9 million acres of Corn

Readership exceeds 70,000
with each issue read by more
than 2 producers

SOCIAL



15,200

LIKES

16,000

FOLLOWERS

11,900

FOLLOWERS



4,000+

AVG. MO. IMPRESSIONS



98,000+

LIFETIME VIDEO VIEWS



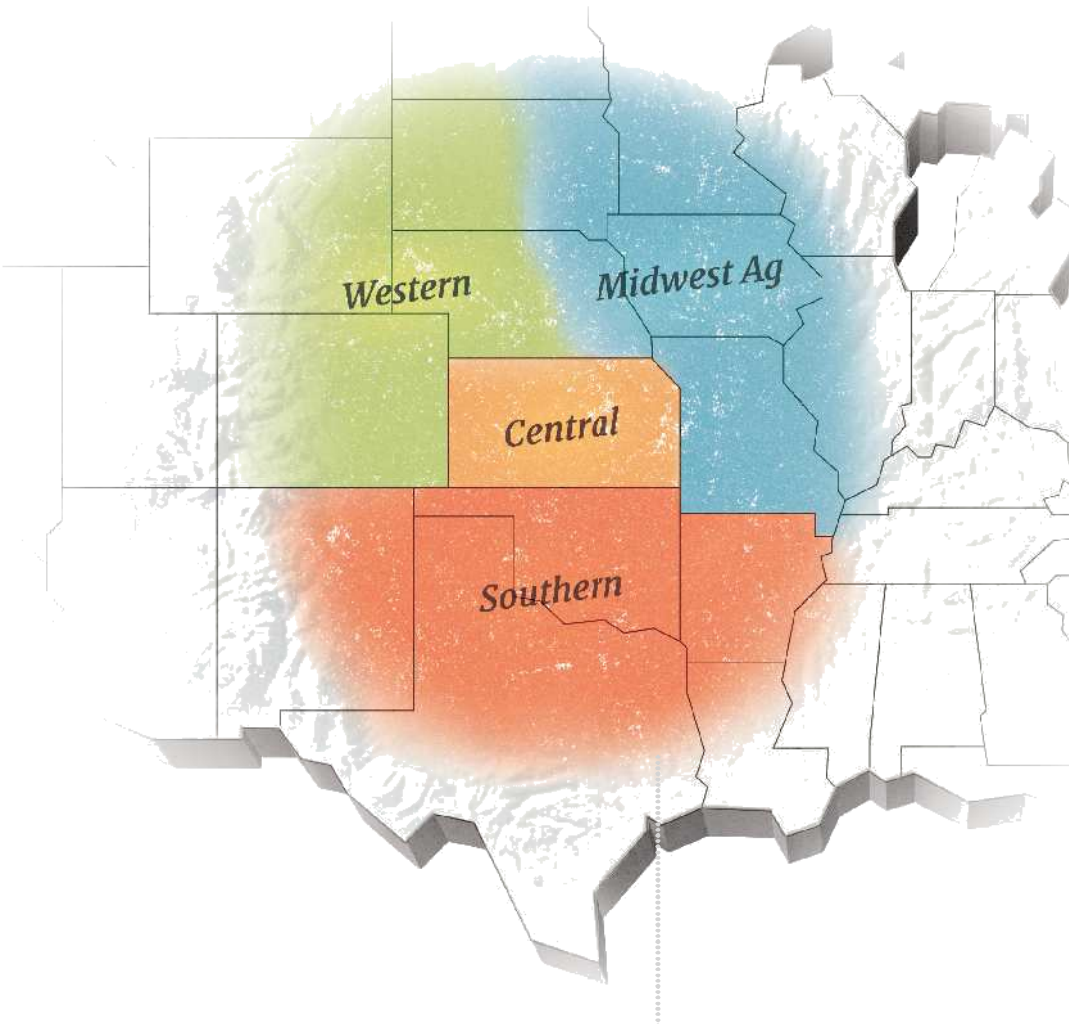
1,360

FOLLOWERS

ENGAGEMENT

Engage audiences with our one of a kind promotions like the All Aboard Wheat Harvest which has delivered 2.9 million views on Flickr and generated 10,600 photos over a decade of social media leadership!

OUR AUDIENCE



PRINT
4 ZONES

42,000
SUBSCRIBERS

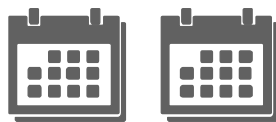
— PAID —
IN 12 STATE AREA

QUALITY

9 OUT OF **10**

SUBSCRIBERS READ HALF
OR MORE OF EACH ISSUE

TRUST



140x per year

THEY REACH FOR A ISSUE

REACH

2.2

READERS PER COPY!

CORN CONNECTION

9 MILLION

acres of corn grown by
HPJ Subscribers

600+

HPJ corn growers average
600+ acres of corn

1 BILLION \$

HPJ Subscribers spend over a
billion dollars each season
on seed corn and soybeans

Over 19,000 HPJ Subscribers grow corn. HPJ is their #1 source for purchasing information and ranks 2 to 1 over other publications. (Readex)



Timely Targeted Programs

SEED GUIDES

- Reach a total of 30,200 growers

ROW CROP U™ & SOIL HEALTH U™ & TRADE SHOW

Vertically and regionally targeted events, delivering practical solutions to producers

- Face-to-face engagement with progressive growers, expanded with post-event coverage, including print, digital and social media

TARGET CORN AUDIENCE

- Corn markets, weather trends, cover stories, market columnists, hpj.com and advertising sections specifically devoted to corn.

HPJ DIRECT

- Reaches subscriber via email or text with timely targeted content

CONTENT ADJACENCY

- **NEW:** Advertising adjacent to timely corn stories

SOYBEAN CONNECTION

7.0 MILLION

soybean acres grown
by HPJ subscribers

1 BILLION \$

HPJ Subscribers spend over a
billion dollars each season
soybean and corn seed

560

HPJ soybean growers average
560+ acres of soybeans

Over 16,000 HPJ Subscribers grow soybeans. HPJ is their #1 source for purchasing information and ranks 2 to 1 over other publications. (Readex)



Timely Targeted Programs

SEED GUIDES

- Reach 20,000 growers

ROW CROP U™ & SOIL HEALTH U™ & TRADE SHOW

Vertically and regionally targeted events, delivering practical solutions to producers

- Face-to-face engagement with progressive growers, expanded with post-event coverage, including print, digital and social media

TARGET SOYBEAN AUDIENCE

- Soybean markets, weather trends, cover stories, market columnists, hpj.com and advertising sections specifically devoted to soybean.

HPJ DIRECT

- Reaches subscriber via email or text with timely targeted content

CONTENT ADJACENCY

- **NEW:** Advertising adjacent to timely soybean stories

WHEAT CONNECTION

14.4^{MILLION}

acres of wheat are grown
by HPJ subscribers

20k 7^{OF} 10

operations growing wheat top wheat states are
in HPJ territory

Over 20,000 HPJ Subscribers grow wheat. HPJ is their #1 source for purchasing information and ranks 2 to 1 over other publications. (Readex)

Timely Targeted Programs

SEED GUIDES

- Reach a total of 38,500 growers



- 14-16 week coverage delivering more than 4 million impressions

WHEAT U™ & SOIL HEALTH U™ —& TRADE SHOW—

Vertically and regionally targeted events, delivering practical solutions to producers

- Face-to-face engagement with progressive growers, expanded with post-event coverage, including print, digital and social media

TARGET WHEAT AUDIENCE

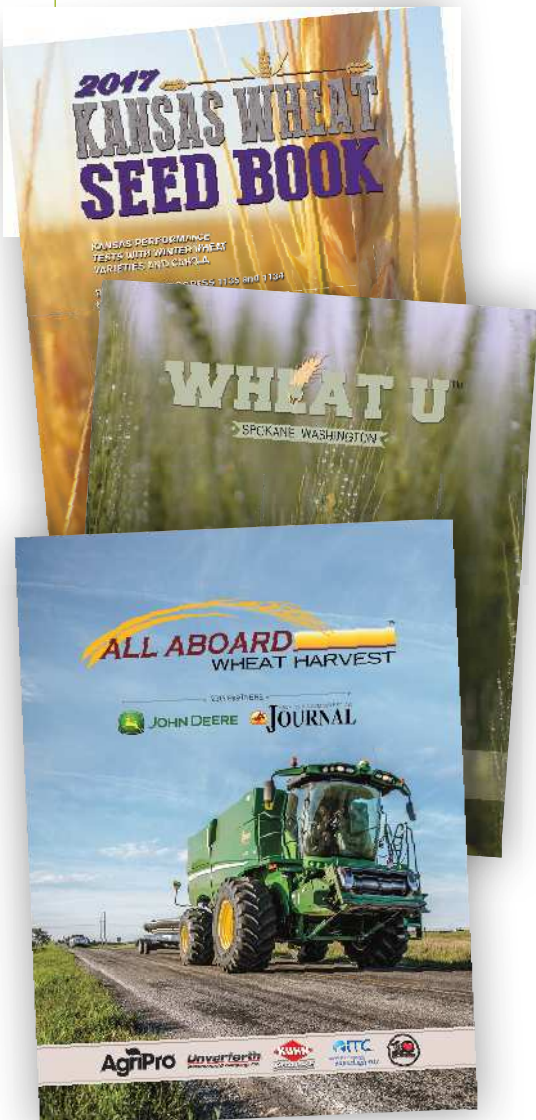
- Wheat markets, weather trends, cover stories, market columnists, hpj.com and advertising sections specifically devoted to wheat.

HPJ DIRECT

- Reaches subscriber via email or text with timely targeted content

CONTENT ADJACENCY

- **NEW:** Advertising adjacent to timely wheat stories



SORGHUM CONNECTION

91%

of U.S. sorghum production
is in HPJ's main coverage area

84%

HPJ subscribers grow
84% of all sorghum
grown in the U.S.

3.4 MILLION

acres of sorghum grown
by HPJ subscribers

*HPJ is the #1 media source for finding and purchasing information
and ranks 2 to 1 over other publications. (Readex)*



Timely Targeted Programs

SEED GUIDES

- Reach a total of 30,200 growers

SORGHUM U™ & SOIL HEALTH U™ & TRADE SHOW

*Vertically and regionally targeted events, delivering practical
solutions to producers*

- Face-to-face engagement with progressive growers,
expanded with post-event coverage, including print, digital
and social media

TARGET SORGHUM AUDIENCE

- Sorghum markets, weather trends, cover stories, market
columnists, hpj.com and advertising sections specifically
devoted to sorghum.

HPJ DIRECT

- Reaches subscriber via email or text with timely targeted
content

CONTENT ADJACENCY

- **NEW:** Advertising adjacent to timely sorghum stories

HAY CONNECTION

20k

HPJ Subscribers produce
Hay and Forage

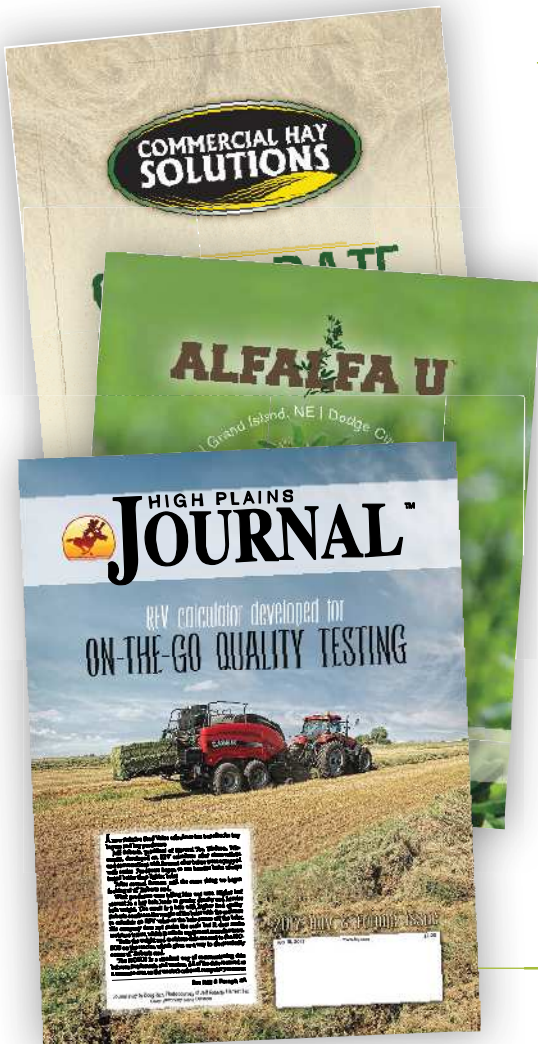
\$1.3 BILLION

in Alfalfa produced by
HPJ Subscribers

19

Alfalfa U events presented
to producers over 6 years

*HPJ is the #1 media source for finding and purchasing information
and ranks 2 to 1 over other publications. (Readex)*



Timely Targeted Programs

ALFALFA U™ & SOIL HEALTH U™ & TRADE SHOW

Vertically and regionally targeted events, delivering practical solutions to producers

- Face-to-face engagement with progressive growers, expanded with post-event coverage, including print, digital and social media

TARGET HAY AND FORAGE AUDIENCE

- Hay markets, weather trends, cover stories, market columnists, hpj.com and advertising sections specifically devoted to hay and forage.

HPJ DIRECT

- Reaches subscriber via email or text with timely targeted content

CONTENT ADJACENCY

- **NEW:** Advertising adjacent to timely hay stories

COTTON CONNECTION

40%

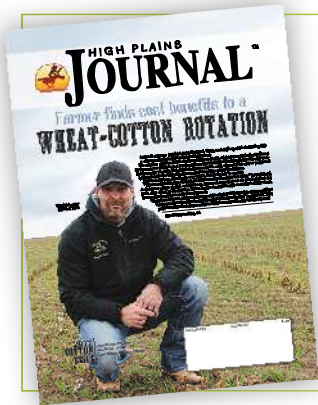
of the U.S. Upland
cotton production

4.1 MILLION

acres of cotton grown
in HPJ coverage area

556

The average producer
grows 556 acres of cotton



Timely Targeted Programs

TARGET COTTON AUDIENCE

- Cotton markets, weather trends, cover stories, market columnists, hpj.com, HPJ Direct, HPJ+, HPJ Social, eblasts
- Advertising sections specifically devoted to seed, seed cleaning, farm equipment, chemicals, commodities

IRRIGATION CONNECTION

45%

of Western zone
subscribers use a
center pivot

8.2 MILLION

acres of cropland
are irrigated in HPJ's
circulation area

59%

of Western zone
subscribers
have irrigated land



Timely Targeted Programs

SEED GUIDES

Showcase state extension research and variety yield trials with specific irrigated trials, specific to each state and region.

- Kansas – Reaches 20,000 growers
- Texas – Reaches 5,700 growers
- Colorado – Reaches 4,500 growers

CATTLE AUDIENCE

78% of all
cattle on feed

7 of the top 10 cattle
and calf states
(including 5 of the top 6)

The top 6 fed
cattle states

The top 8
stocker states

8 of the top 10 states
for inshipments
(cattle at risk)

Western

Midwest Ag

Central

Southern

HPJ delivers the top cattle
geography in the United States.

The greatest number of Cow Calf,
Stocker and Fed Cattle Operations
are located here, along with the
industry infrastructure and vast
plains for grazing that is the
natural habitat for huge herds.

Animal Health Spending is also
"top heavy" in this area!

33
MILLION

Acres of pasture HPJ

\$8.3
BILLION

Market for feed

87%

plan on growing or maintaining
their herd size

\$2.4
BILLION

Market for supplies and
health products

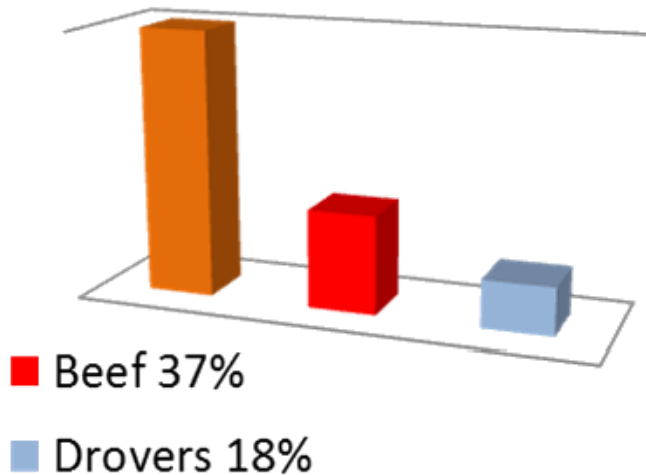
ANGUS
THE BUSINESS BREED

GENUINE GENETICS

Bull Buyer's
Guide

CATTLE CONNECTION

Duplicate Audience: % of HPJ subscribers regularly reading:



Simply put, our 52 Issues Per Year, Events, Special Features and Digital Properties
SERVE YOUR CUSTOMERS BETTER!

- Livestock section including timely, relevant cattle stories
- Livestock Buyer's Guide
- Local and regional cattle sales and auction reports
- Advertising sections specifically devoted to
 - Livestock equipment
 - Stocker/feeder cattle
 - Commercial cows/heifers
 - Bulls/registered females
 - Pasture
- Hay Markets
- Livestock sales and event calendar

Along with our Cattle U Signature Event, New CattleLog Resource and HPJ Beef Direct E-Newsletter

Timely, Targeted, Valuable

HIGH PLAINS
CATTLELOG

CATTLELOG RESOURCE

- Showcases expert content from Cattle U and much more!

ANGUS

- Supports and showcases the Business Breed's best

GENUINE GENETICS

- Supports and showcases the fastest growing breed in America

HPJ BEEF DIRECT

- Reach Cattle Subscribers via email or text with timely, requested content

& CATTLE CONTENT ADJACENCY

- Now you can pre-position your ad messages adjacent to timely livestock coverage and stories

CATTLE U
— & TRADE SHOW —

HPJ reaches 30,000+ Cattle Operations
Nearly 18,000 operations with Pasture
and some of the largest Fed Cattle & Stocker
Operations in the U.S.