



FarmJournal
MEDIA

YOUR CUSTOMER'S CHOICE
Then ■ Now ■ Tomorrow



2,412 Producers Have Spoken

NAFB asked 2,412 commercial farmers and ranchers with a gross farm income of \$100,000+ nationwide to answer these questions...

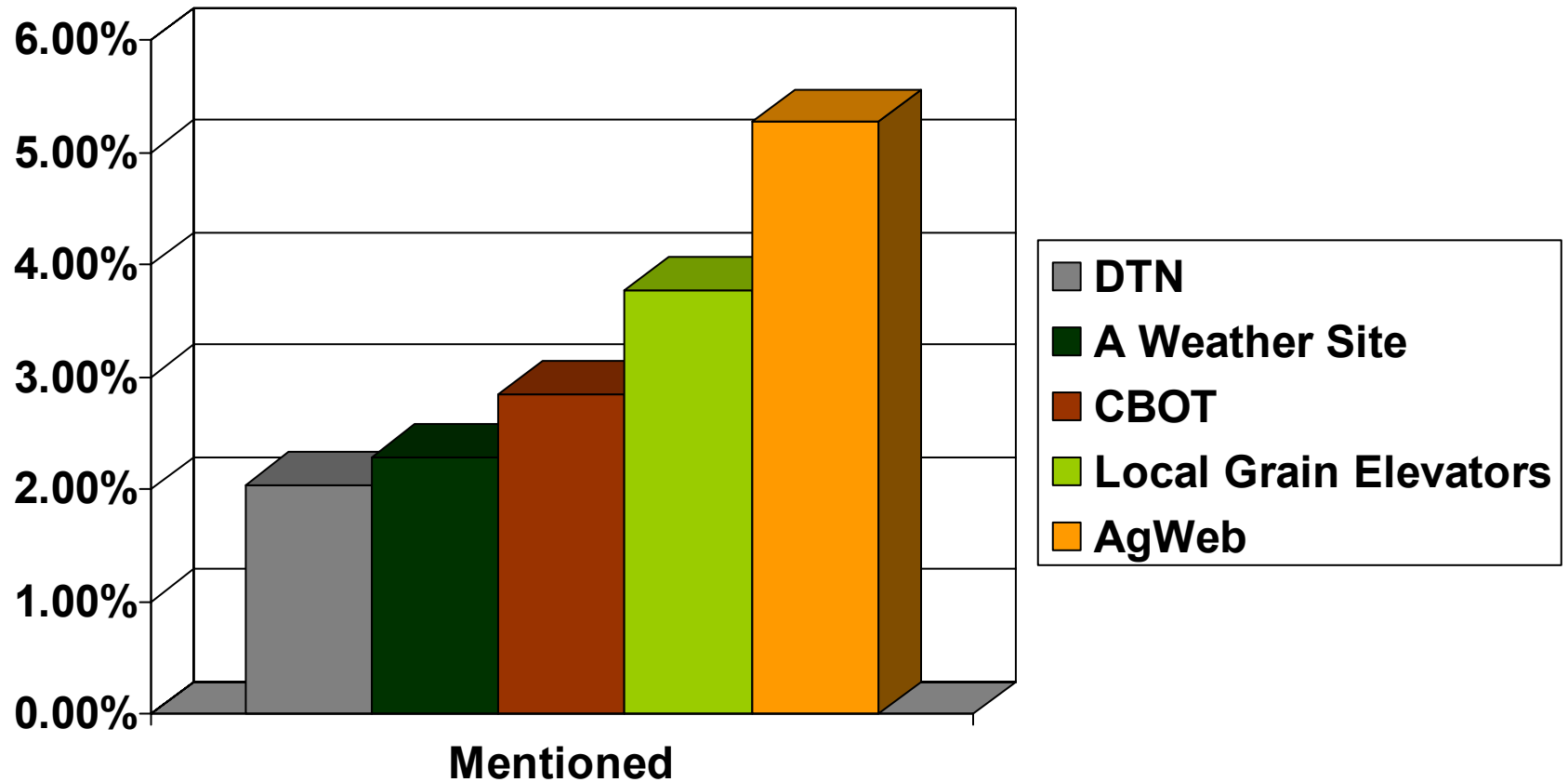


What agricultural Internet sites do you visit?



AGWEB IS A CLEAR LEADER AMONG WEB SITES USED

“Which, if any, web sites featuring agribusiness information are most valuable to you?”



According to NAFB's research, **Larger Farmers and Ranchers Say...**

- More high-volume farmers and ranchers use Farm Journal Media in print, online, and on television than any of the other media serving agriculture