



## Farmer to Farmer

Used and new farm equipment, land and livestock auctions.



## Grow your sales

For over 36 years, farmers, equipment dealers, auction companies, and other farm-related businesses have used the Farmers' Exchange to connect with their buyers. The combination of our monthly magazine and online platform is a proven method that produces results.

- **New and Used Equipment**
- **Equipment Auctions**
- **Land Auctions**
- **Livestock Sales**
- **Trailers**
- **Agriculture Supplies**
- **Metal Buildings**
- **Heavy-Duty Trucks**

## Promote your next auction

Make your land, livestock, or equipment auction the next big event.

## Sell your farm or land

List your real estate in the Farm and Land special section each month!

## Move your livestock

A successful livestock auction is all about getting a good price for your animals. Whether you're selling poultry, sheep, goats, cattle, hogs or horses, make sure your next auction draws a crowd of bidders and buyers by listing it in the Livestock section of the Farmers' Exchange.

# Farmers' Exchange

Used and new farm equipment,  
land and livestock auctions.

[FarmersExchange.com](http://FarmersExchange.com) (800) 247-7318

## Marketing has changed.

We are here to help.



Website Design



Google Ads



Lead  
Generation



Facebook  
Marketing



# Choose the best option for you

**Front Cover**  
6.38" x 7.4074"

**Back Cover**  
6.75" x 7.5"

**1/2 Page**  
6.5" x 5"

**1/4 Page**  
2.55" x 6.25"

**2-Page Special**  
14.5" x 10.75"

**Full Page**  
6.5" x 10"

**3 x 3**  
3.86" x 3"

**3 x 2**  
3.86" x 2"

**2 x 2**  
2.55" x 2"

## SAMPLE BUSINESS PRICING

AD SIZE	OPEN PRICE	AGREEMENT PRICE
Front Cover	\$1,726	
Back Cover	\$1,334	
Full Page	\$1,121	
2-Page Special	\$2,828	
1/2 Page	\$1,006	
1/4 Page	\$503	
3 x 3	\$362	
3 x 2	\$242	
2 x 2	\$161	

## DEADLINES AND MAILINGS

2024 ISSUES	DEADLINE	MAILING
January	12.22.23	12.29.23
February	1.26.24	2.2.24
March	2.23.24	3.1.24
April	3.22.24	3.29.24
May	4.19.24	4.26.24
June	5.24.24	5.31.24
July	6.21.24	6.28.24
August	7.26.24	8.2.24
September	8.23.24	8.30.24
October	9.20.24	9.27.24
November	10.25.24	11.1.24
December	11.21.24	11.27.24

**Homepage Hero**  
475 x 245 px

**Every Page Footer**  
850 x 100 px

**List View**  
468 x 60 px

## FARMERSEXCHANGE.COM PRICING

DIGITAL PRODUCT	DESCRIPTION	MONTHLY PRICE
Homepage Hero	Limited to 3 spots	\$299
Every page Footer	Limited to 3 spots	\$249
List View	Limited to 9 spots	\$199
Email Campaign	Our monthly edition	\$199
Email Campaign	Personal campaign	\$299

It's all in the numbers.

**24,000<sup>+</sup>**

DISTRIBUTED

**1,795\***

DISPLAY ADS

**1,790\***

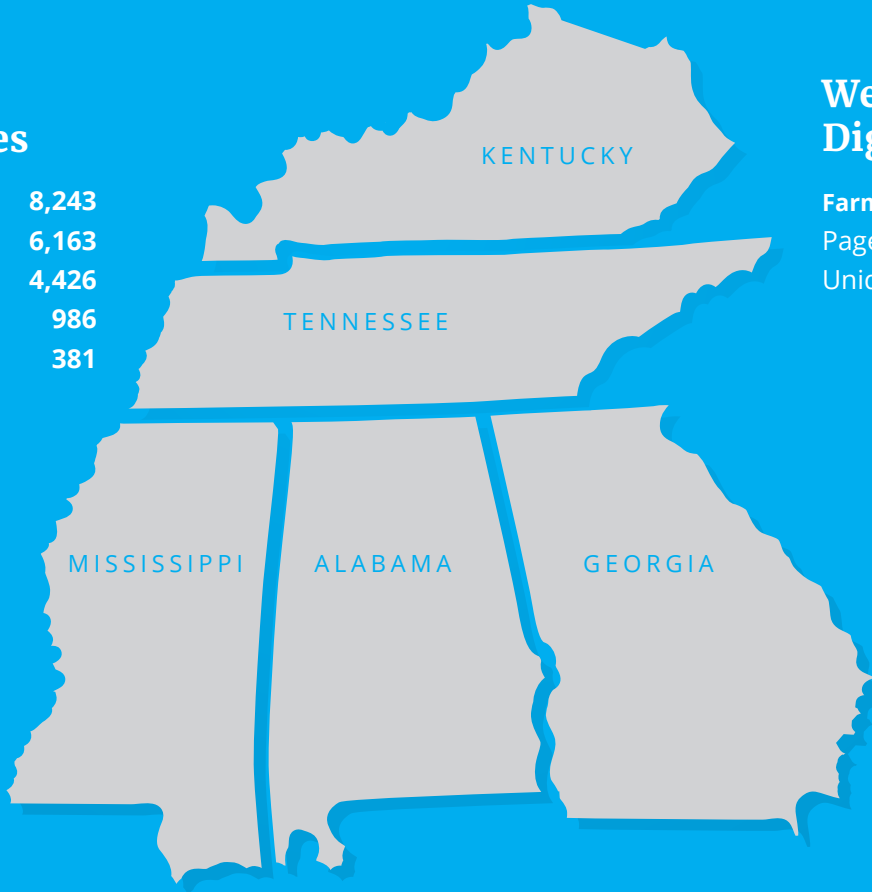
WORD ADS

**418\***

FULL PAGE ADS

### Top States

Tennessee	8,243
Alabama	6,163
Kentucky	4,426
Georgia	986
Mississippi	381



### Website and Digital Edition

FarmersExchange.com:  
Page Views **190,193\***  
Unique Buyers **50,167\***

### 20 States with Subscribers

Alabama	Indiana	Minnesota	South Carolina
California	Kansas	Mississippi	South Dakota
Florida	Kentucky	North Carolina	Tennessee
Georgia	Louisiana	Ohio	Texas
Illinois	Michigan	Oklahoma	West Virginia

\* Trailing 12 months from August 1, 2020

