DAIRYBUSINESS MEDIA 2020

The number 1 source of news and information for dairy

Digital Agrimedia
Relevant Information
Daily News

DairyBusiness, LLC +1 317 286 2518
Advertisers want to know if their message is reaching the target audience. Here is what industry leaders say.

"Every time CDCB has something to communicate to the industry we know that we can count on DairyBusiness to reach our dairy farmers in due time. CDCB values the innovative ways in which DairyBusiness formats the information."

- João Dürr, CEO Council on Dairy Cattle Breeding (CDCB)

"We appreciate the content and perspective that we get from Dairy Business. It’s a great resource and provides a real value for our team and the dairy farmer community in the Northeast."

- Jennifer Hudson, Senior Director, Marketing, DFA

"DairyBusiness is a surefire source for timely and pertinent information at the forefront of issues besetting the Dairy Industry."

- Steve Maddox, Maddox Dairy Riverdale, California

“The Cornell PRO-DAIRY team has valued its longstanding relationship with DairyBusiness. DairyBusiness continues to be one of the leaders in bringing new technologies to media within the dairy industry..."

- Tom Overton, Director Cornell University PRO-DAIRY

“Our partnership with DairyBusiness has allowed us to produce high quality programs for our attendees and have a far-reaching in the agricultural community. They bring quality and relevant programming to the Empire Farm Days community."

- Jamie Meyer, Show Manager Empire Farm Days New York

"As a dairy producer, I rely on the cutting edge news and information I find in DairyBusiness media. Whether I’m on my phone or my computer, I can easily access the useful management info they send my way."

- Brad Cates, Co-Vale Dairy Preble, New York

"To provide world-class education to the dairy industry, we rely on partners who are likewise devoted to lifelong learning. Our membership is grateful for the work DairyBusiness does."

- Professional Dairy Producers of Wisconsin (PDPW)

DairyBusiness has provided a valuable, educational and informative forum so that we can better understand the issues facing both AG related businesses and dairy farmers across the United States."

- Tom Kestell, Ever-Green-View Farm, Waldo, Wisconsin
Our best-in-class team of industry experts provide the information our readers need.

EDITORIAL CONTRIBUTORS

Joel Hastings, Editor & Publisher. Joel Hastings’ name is synonymous with the Holstein history and dairy business. For nearly 40 years Joel has dedicated his life to this amazing industry.

John Ellsworth is Finance & Strategy Consultant at Success Strategies, Inc. For 27 years, he has focused on development of strategic and financial planning for his clients, providing insight to this process for the dairy audience each month.

John Geuss is a dairy consultant based in Florida. He offers a financial breakdown to the dairy audience, related to trends and milk value. His articles are very popular and informative.

GENERATIONS OF DEDICATION TO THE INDUSTRY

DairyBusiness has been dedicated to the dairy industry for 115 years. Our focus is on dairy producers, veterinarians, educators and other industry professionals as the target audience in our all-digital format.

The dairy industry and media business have changed. The adoption of the Internet and digital access for dairy producers has dramatically altered expectations about how and when information is received and used. Recognizing this, marketers have increased their investments in digital communications.

OUR AUDIENCE IS ON THE GO

Most dairymen are seldom in their offices. They are mobile and they need their news and relevant information no matter where they are. We’ve conducted extensive survey’s that validate this and our digital activity shows it too.

CHEAPER FASTER BETTER

Our digital media is less expensive than print. Advertisers are allowed a much shorter time to publish live and changes can be made midstream if needed. In addition, DairyBusiness constantly tracks ad and website activity, tweaking each as needed for maximum performance.

Advertisers are needing more accountability and we are providing it. We’ve answered this issue by developing a process to provide live campaign performance links to our customers for each ad run. You can watch your ad’s performance every day with every insertion.

DAIRYBUSINESS PROVIDES OUR ADVERTISERS WHAT THEY NEED

We have provided support and inspiration to the dairy industry for over a century. The organization has also provided a consistent advertising venue to this audience throughout. Our goal is to continue bringing the two together in the most forward-thinking way possible.

Call us at either office to discuss a program for your organization.
Indiana corporate office: +1 317 286 2518
California office: +1 559 440 9220
Our best-in-class team of industry experts provide the information our readers need.

EDITORIAL CONTRIBUTORS

Anthony Raimondo Esq. is an attorney and owner of Raimondo & Associates. Anthony has been advising dairy farm owners since 2001. His Fresno-based firm specializes in labor relations counseling employers in all aspects of employment law.

Lee Gross of FYP Consulting is a veteran dairy management consultant with experience in the Midwest and western states. He’s a regular contributor with his FYP colleagues.

Bob Milligan, PhD, of Dairy Strategies has a focus on leadership, management principles and practical employee relations for dairy farm owners and managers.

DAIRYBUSINESS.COM EDITORIAL CALENDAR

DairyBusiness produces two digital magazine issues each month in website format. Each issue is featured on the DairyBusiness.com website and an email is dispatched to our 20,000+ opt-in subscribers, notifying them that the issue is available. These consolidated articles are published on the 1st and 3rd Monday of each calendar month. You can contact the editorial staff at: Editorial@DairyBusiness.com

2020 Schedule

January: Nutrition/Feeding/Forage
February: Environment/Manure/WaterQuality
March: Herd Health/Milk Quality/Repro & Genetics
April: Facilities/Cow Comfort
May: Replacements - Calves & Heifers
June: Business Management/HR/Finance
July: Nutrition/Feeding/Forage
August: Environment/Manure/Water Quality
September: Herd Health/Milk Quality/Repro & Genetics
October: Facilities/Cow Comfort
November: Replacements - Calves & Heifers
December: Business Management/HR/Finance
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**EDITORIAL CONTRIBUTORS**

**Dr. Marj Faust, PhD**, is founder and principal of Agri Innova LLC and Data Driven Genetics, with experience in leading AI organizations and academia. She consults with established and emerging organizations and dairy producers while providing insights on genetics in her columns.

Geoff Vanden Heuvel, a frequent contributor, is the Director of Regulatory & Economic Affairs for the Milk Producers Council in California. He was formerly a dairy producer and leader in Southern California.

Annie AcMoody is Director of Economic Analysis for Western United Dairies (new name), with a focus on the dairy production and milk pricing.

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### 2020 DAIRYBUSINESS RATES

The DairyBusiness rates are effective from publication through 2020. Multiple-month discounts are available. Contact us for more details.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td><strong>Site-wide Leaderboard</strong> (728X90/72ppi)</td>
<td>$880 mo.</td>
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<tr>
<td>Appearing on all pages of the website</td>
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<tr>
<td><strong>Site-wide High-Profile Square Left Side</strong> (300X250/72ppi)</td>
<td>$1045 mo.</td>
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<tr>
<td>All pages of the website on left side</td>
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<tr>
<td><strong>Magazine and News Article Rectangle</strong> (590X398/72ppi)</td>
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<tr>
<td>Larger ad size appearing in articles and daily news</td>
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<tr>
<td><strong>Magazine and News Article Square</strong> (300X300/72ppi)</td>
<td>$745 mo.</td>
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<tr>
<td>Square ad appearing in articles and daily news</td>
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<tr>
<td><strong>Magazine and News Article Business Card</strong> (300X150/72ppi)</td>
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<tr>
<td>Economy ad appearing in articles and daily news</td>
<td></td>
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<tr>
<td><strong>The Weekly Email (each Wed.) Top intro</strong> (300X300/300X250/72ppi)</td>
<td>$880 mo.</td>
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<tr>
<td>Top slots in The Weekly Email to 20,000 + opt-in subscribers</td>
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<tr>
<td><strong>The Weekly Email (each Wed.) Content ad</strong> (300X300/300X250/72ppi)</td>
<td>$660 mo.</td>
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<tr>
<td>Appears in The Weekly Email to 20,000 + opt-in subscribers</td>
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<td><strong>This Week in Dairy Video (bi-monthly) Pre- or Post Roll :15 sec</strong></td>
<td>$650 mo.</td>
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<tr>
<td><strong>DairyVoice Podcast each month (one sponsor per podcast)</strong></td>
<td>$1000 mo.</td>
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<tr>
<td><strong>Paid Advertorial (Editorial requirements)</strong></td>
<td>$500 mo.</td>
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⇒ DairyBusiness is among the oldest and most respected dairy media companies in the U.S. We are the go-to source for news and relevant information.
⇒ Many prominent dairy persons and organizations throughout the United States tout DairyBusiness’ reach in the industry. In fact, many work with DairyBusiness to promote their efforts.
⇒ DairyBusiness’ flat rate pricing is more cost-effective than most of our competition.
⇒ DairyBusiness.com receives over 70,000 unique visitors per month on average, 80% of which are dairy professionals.
⇒ Nearly 85% of the DairyBusiness audience is from the United States.
⇒ An average of 40% of DairyBusiness visitors are mobile.
⇒ DairyBusiness has over 18,000 social media followers!
⇒ Nearly 4,000 news and digital magazine readers receive daily instant push notifications and over 20,000 receive weekly emails.