

DAIRYBUSINESS NEWS MEDIA KIT 2024



The number 1 daily source of news in the dairy industry

Digital Agrimedia:

- Relevant Information
- Daily News
- Industrywide Reach

DairyBusiness, LLC +1 317 286 2518



TIM ABBOTT SHOWBOX SIRES DISCUSSIONS
ON DAIRYBUSINESS NEWS AND DAIRYVOICE

MEDIA SOLUTIONS FOR DAIRY

- DIGITAL WEBSITE ADVERTISING
 - TARGETED AUDIENCE
 - **87% + DAIRY PROFESSION**
 - PRODUCERS VETERINARIANS
 - NUTRITIONISTS
 - 79% U.S. BASED
- MONTHLY DIGITAL MAGAZINE
- EMAIL TO 16K+ OPT-IN LIST.
- BI-WEEKLY VIDEO INTERVIEWS
- DAIRYVOICE PODCAST (125K + LISTENS)
- MOBILE ACCESS AND APP
- GREAT SOCIAL REACH: WITH 18,400+ SOCIAL FOLLOWERS.
- DAILY WEBSITE PUSH NOTIFICATIONS TO 8,000 + SUBSCRIBERS



CONNIE KUBER INTERVIEWS ON DAIRYVOICE

Advertisers want to know if their message is reaching their target audience. Well, 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 Huson, 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

"DairyBusiness has proven to be a reliable partner for many years, very much in synch with National DHIA's goal of providing accurate and useful information to dairy herds. We appreciate their efforts and delivery in support of the DHI system."

- Jay Mattison, CEO, National DHIA

"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

CONTENT

Our best-in-class team of industry experts provide the information our readers need.

EDITORIAL CONTRIBUTORS



Connie Kuber, DairyBusiness DairyVoice podcast host. Connie is co-owner of Sealpro Silage Barriers

by Connor Agriscience. She is a Professional Animal Scientist through ARPAS



John Ellsworth is Finance & Strategy Consultant at Success Strategies, Inc. For 29 years, he has focused on develop-

ment 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 his audience. John

focuses on trends and milk value. His articles are very detailed, popular and informative.



Joel Hastings, DairyBusiness News Editor Emeritus. Joel Hastings' name is synonymous with the dairy world.

For nearly 56 years Joel dedicated his life to this amazing industry.

DAIRY BUSINESS™

The Future of Dairy

GENERATIONS OF DEDICATION TO THE INDUSTRY

DairyBusiness has been dedicated to the dairy industry for 120 years. Our focus is on dairy producers, processors, nutritionists, 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 sitting down. 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.

Contact us to discuss a program for your organization.

- +1 317 286 2518
- editor@DairyBusiness.com

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Tim Abbott of Showbox Sires has always been involved with owning great cows. He has invested in

top quality animals for years and his successes have been many.



Bob Gray is retired senior dairy policy advisor for Northeast Dairy Farmers Cooperatives.

Bob has served as a staff consultant to the U.S. House Agriculture Committee and as Chief of Staff to a Member of Congress. He grew up on a dairy farm in upstate New York.



Ashlie Johnson, PHR, an accomplished HR Manager and Consultant with over 20 years of

experience in Human Resources. Ashlie's Brooke Human Resource Solutions focuses heavily on the dairy industry with information farmers need to know.

DAIRY BUSINESS™

The Future of Dairy

DAIRYBUSINESS NEWS EDITORIAL CALENDAR

DairyBusiness produces a digital magazine issue each month in website format. Each issue is featured on the DairyBusiness.com website and an email is dispatched to our 16,000 + opt-in subscribers, notifying them that the issue is available. These consolidated articles are published on the 1st Monday of each calendar month. You can contact the editorial staff at: Editor@DairyBusiness.com

2024 Schedule (*calendar attached*)

January: Nutrition/Feeding/Forage

February: Environment/Manure/Water Quality

March: Herd Health/Milk Quality/Repro & Genetics

April: Facilities/Cow Comfort/Silage Production and Management

May: Replacements - Calves & Heifers

June: Business Management/HR/Finance

July: Nutrition/Feeding/Silage Production and Management

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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National DHIA.

Since 2019, DairyBusiness News has been the official media partner for NDHIA and its

affiliates, providing extended information, news and educational information to the industry.



Dairy Management Inc. and its related organizations work to increase sales and demand for dairy through research,

education and innovation, and to maintain confidence in dairy foods, farms and businesses.



DairyVoice Podcast. DairyVoice features dairy producers and associated industry professionals that need help with cost-savings, efficiency,

and other invaluable industry information. The podcast series features expert speakers from the dairy industry on topics such as cow comfort, business management, dairy cash flow, current "hot topics" in the industry and much more. DairyVoice (DairyVoice.com), with over 115,000 listens, has been selected by Feedspot, RSS feed for Google, as one of the "top 5 dairy podcasts on the internet".

2024 DAIRYBUSINESS RATES

The DairyBusiness rates are effective from publication through **2024**. Multiple-month discounts are available. **Contact us for more details.**

Site-wide Leaderboard (728X90/72ppi) Appearing on all pages of the website	\$880 mo.
Site-wide High-Profile Square Top Slot (300X300/250/72ppi) All pages of the website on left side	\$1100 mo.
Site-wide High-Profile Square Left Side (300X300/250/72ppi) All pages of the website on left side	\$950 mo.
Magazine, News, Article Rectangle (590X398/72ppi) Larger ad size appearing centered in articles and daily news	\$950 mo.
Magazine, News, Article Square (300X300/72ppi) Square ad appearing in articles and daily news	\$745 mo.
Magazine, News, Article Business Card (300X150/72ppi) Economy ad appearing in articles and daily news	\$200 mo.
The Weekly Email (each Wed.) Top (300X300/250/72ppi) Top slots in The Weekly Email to 17,000 + opt-in subscribers	\$950 mo.
The Weekly Email (each Wed.) Content (300X300/250/72ppi) Appears in The Weekly Email to 17,000 + opt-in subscribers	\$700 mo.
Dairy Video News(monthly) Pre- or Post Roll :15 sec	\$500 mo.
DairyVoice Podcast each month (bi-monthly) Two podcasts per month with over 125,000 + listens. <u>Embedded 30 sec. WAV audio file</u>	\$1500 mo.
DairyVoice Podcast each month (bi-monthly) Two podcasts per month with over 125,000 + listens. <u>Moderator introduction of sponsor.</u>	\$700 mo.
Paid Advertorial (Editorial requirements)	\$700 mo.

⇒ DairyBusiness is among the oldest and most respected dairy media companies in the U.S. and worldwide. We are the daily '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, 87% of which are dairy professionals.

⇒ Nearly 79% of the DairyBusiness audience is from the United States.

⇒ An average of 45% of DairyBusiness visitors are mobile.

⇒ DairyBusiness has over 18,500 social media followers!

⇒ 8,000 news and digital magazine readers receive daily instant push notifications of all our news, over 16,000 receive weekly emails. Over 125,000 podcast listens to-date (March 2024).



DairyBusiness, LLC

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"The primary focus of DairyBusiness News, as a business, is to provide a highly personalized customer value journey to an online audience that is very targeted to the dairy market."

Julie Parker, Managing Partner/Publisher
jparker@DairyBusiness.com

DairyBusiness News Editorial Calendar 2024

Published materials due 1 week prior to the month of publication

January						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
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28	29	30	31			

February						
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March						
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31						

April						
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28	29	30				

May						
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June						
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30						

July						
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14	15	16	17	18	19	20
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28	29	30	31			

August						
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25	26	27	28	29	30	31

September						
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29	30					

October						
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27	28	29	30	31		

November						
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

December						
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Weekly Email



Digital Mag. & Podcast 1



Podcast 2



Video 1 & 2