



# There are many ways to reach the ag market. We don't recommend just one.

**T**he research by Harris Interactive is conclusive.\* The best way to sell to farmers and ranchers is by utilizing a broad mix of ag media -- including magazines, newspapers, websites and trade shows. In fact, integrated business media plans have been proven to lead to a better ROI.

Here are other important facts from these landmark studies:

- Two thirds of all farmers and ranchers (67% to be exact) rely on Ag Media when making purchase decisions.
- 50% of younger farmers and ranchers are spending more time with Ag Publications or Internet Sites when researching and purchasing new products and services.

To learn more about this valuable research and the benefits of using a comprehensive mix of Ag Media in your marketing plan, visit [www.AgriCouncil.com](http://www.AgriCouncil.com). Ag Media. We Grow Business.

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AgriMarketing magazine; Country Journal Publishing; Farm Journal Media; Farm Progress Companies; Fastline Publications, Inc.; High Plains Journal; Hoard's Dairyman; Lee Publications, Inc.; Meister Media Worldwide; Penton Media; Sosland Publishing Company; Successful Farming; Vance Publishing Corp.; Watt Publishing

\*Harris Interactive research studies conducted in 2005 and 2006.





# The key to reaching the ag market is planting many seeds.

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# The single best way to reach the ag market isn't a single way.

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