



# 2022 QUICK FACTS

## PRINT READERSHIP (AGE 18+)

Paid print circulation ..... 57,554  
 Print readership ..... 132,000\*

\*Based on independent market research showing 2.3 readers per copy

## PRINT SUBSCRIBER DEMOGRAPHICS

Full-time farmers ..... 43%  
 Part-time farmers ..... 23%  
 Average subscriber age ..... 54 years  
 Average gross farm income ..... \$144,000  
 Percent of subscribers with  
 crops planted ..... 35%  
 Average acres planted ..... 159  
 Percent of subscribers with livestock ..... 9%  
 Average head of livestock ..... 138

Source: Farm Market ID and independent market research surveys.

## DIGITAL READERSHIP & ENGAGEMENT

Unique visitors/month ..... 108,000  
 Pageviews/month ..... 226,000  
 Visits on mobile ..... 70%  
 Average visit duration ..... 1:10  
 Facebook followers ..... 27,500

### TOP STATES

Pennsylvania ..... 38.4%  
 New York ..... 6.7%  
 New Jersey ..... 4.0%  
 Virginia ..... 4.0%  
 California ..... 3.5%

Sources: Google Analytics and Facebook, Jan-Mar 2022

## GEOGRAPHIC DISTRIBUTION

### HOME DELIVERY BY STATE

Pennsylvania ..... 37,277  
 Maryland ..... 5,704  
 New York ..... 3,723  
 New Jersey ..... 2,782  
 Virginia ..... 2,031  
 West Virginia ..... 738  
 Delaware ..... 688  
 All other states ..... 2,461  
 Total home delivery ..... 55,404

Single copy ..... 1,150  
 Additional distribution ..... 1,000

**TOTAL ..... 57,554**

## FARM SHOW DISTRIBUTION

(Not included above)

Empire Days ..... 3,000  
 Ag Progress ..... 1,200  
 PA Farm Show ..... 4,500  
 Keystone Farm Show ..... 1,500  
 Virginia Farm Show ..... 700

**TOTAL ..... 10,900**

## DIGITAL READER DEMOGRAPHICS

Male ..... 54%  
 Female ..... 46%  
 Age 18-34 ..... 28%  
 Age 35-54 ..... 40%  
 Age 55+ ..... 32%

Sources: Google Analytics