

Farm Radio Is On

National Association of Farm Broadcasting members have been reaching Farmers and Ranchers Since 1944. NAFB member programming can be heard on more than 1,300 stations coast-to-coast.



Customize for you operation

- Include station/network facts
- Included station coverage map
- Information on programming and broadcasters
- Local audience numbers and data



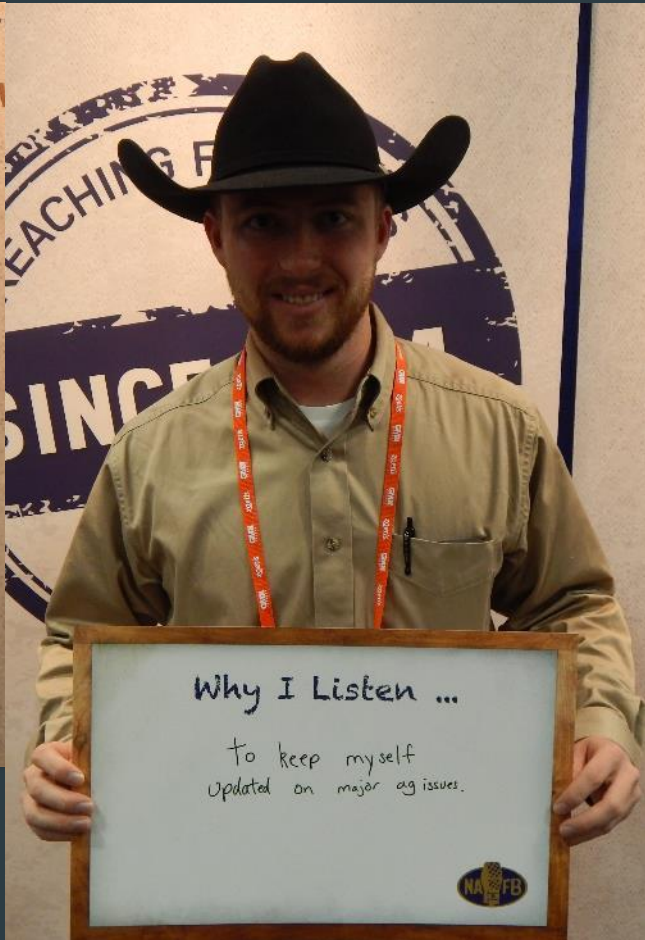
Farm Radio Reaches Farmers Everywhere

Radio is an important part of rural America's daily life.

Photos taken by radio listeners.

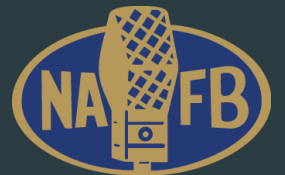


Farm Radio Informs



Farm Radio Connects With Farmers and Ranchers

- Farmers and ranchers are information seekers
 - Farming is their livelihood and passion
 - Utilize multiple media platforms
- Content is focused on production ag
- Delivers timely news and information
- Local, regional, national news that impacts daily operation decisions
- Personal connection to broadcaster and station
- Knows time of ag programming, and the station call letters



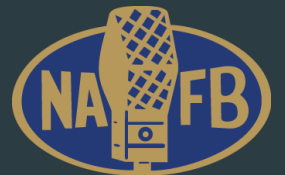
Farm Radio Connects

- Farm radio listening is consistent ALL YEAR LONG
 - 76 percent of farmers and ranchers listen during the year
 - 71 percent of farmers listen to the radio three plus days per week.
 - They listen multiple times throughout the week, and it is a great way to stay connected with the industry.
- 74 percent of ag producers under 50 are active farm radio listeners.

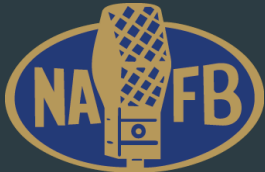


Farm Radio Connects

- The **More Days Per Week** a listener tunes into farm radio, the more minutes per day they listen.
- Daily Listening Habits of Farm Radio Listeners:
 - 35% 60+ minutes per day
 - 64% up to 60 minutes/day
 - Farmers on average listen to farm news, weather and markets, 63.5 minutes per day.
 - NAFB members producer on average 76 minutes of content.



Radio Builds a Trusted Connection



Farm Radio Listeners Have a Relationship With Their Broadcaster

Farm broadcasters received an average rating of 8 out of 10 on the following attributes:

- Credibility
- Provides Timely Information
- Provides Accurate Information



Farm Radio Listening Behavior

Farmers and farm partners can do so much while listening to farm radio. In the fall, many are harvesting, some are handling cattle, and some are driving to a cross country meet. Radio goes where they go.

