

High Visibility Promotion to the Agricultural Audience!

The launch of America's Heartland was supported by a robust print campaign targeted at farmers and ranchers across the nation - heralding the coming debut of a new weekly half-hour profiling the people, places and processes of agriculture.



Farm Journal

circulation - 442,000

Successful Farming

circulation - 190,000

Farm Progress

circulation - 323,737

Progressive Farmer

circulation - 160,000

Corn & Soybean Digest

circulation -122,064



America's Heartland is a production of KVIE, Sacramento and is distributed nationally by American Public Television.


For more information

Jim O'Donnell, Director of Program Marketing, KVIE
(916) 641-3550 or o'donnell@kvie.org




America's Heartland Consumer Magazine Promotion

November - January






DISCOVER A PLACE WHERE SKYSCRAPERS ARE SILOS,
STREETLIGHTS ARE STARS AND OPPORTUNITIES ARE
AS BIG AS THE AMERICAN DREAM.



Watch America's Heartland,
the new Public Television series that explores
the risks, rewards and realities of farming.

America's farmers are in the minority,
yet they provide for the majority.
They are the backbone of our economy -
feeding, fueling and clothing the world.
And now their stories are being told
nationally with the new Public Television
series, America's Heartland.

Watch America's Heartland.
For show dates and times, check your
local Public Television listings
or visit AmericasHeartland.org.

MONSANTO   

The programming of this station is made possible through major underwriting by Monsanto, including an collaboration with the National Farm Service Administration. Additional program and advertising underwriting is provided by the following: National Farm Service Administration, National Cotton Council, National Soybean Producers and U.S. Soybean Producers.
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Living the Country Life - Circulation 200,000

Ladies Home Journal - Circulation 4,100,000

Midwest Living - Circulation 1,000,000

Better Homes and Gardens - Circulation 7,600,000



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