

A close-up photograph of vibrant green soybean leaves, some with small water droplets, serving as the background for the text.

# SOY FORWARD

MEDIA KIT 2025











# Going SOY FORWARD

The new Soy Forward magazine (formerly known as Soy Sentinel) is a quarterly publication from the Wisconsin Soybean Association highlighting the policy and production news that matter to Wisconsin's nearly 17,000 soybean farmers. By supporting Soy Forward, your organization can share a prime space with Wisconsin agriculture leaders in both the legislative and checkoff fields.

## Why Soy Forward?

-  1. We cover the people, places, production and research practices that are driving Wisconsin's farming community.
-  2. Our stories are forward-thinking, engaging and go beyond the bean.
-  3. Soy Forward dives deep into farm-related policies and covers topics and people who make Wisconsin's soybean industry tick.
-  4. Our readership extends beyond farmers. Subscribers to Soy Forward include local, state and national lawmakers, along with agency leaders and industry influencers.
-  5. We produce original content—nearly all the content in Soy Forward is conceived, executed and designed by our talented in-house team of professionals.
-  6. By partnering with Soy Forward, you'll amplify your message across Wisconsin.

# Our AUDIENCE



**Soybean farmers also raise corn, wheat and dairy cows.**



**Wisconsin is the 12th-largest soybean producing state in the U.S.; in 2023, WI soy farmers harvested 105 million bushels across the state**



**Soy Forward readers lead Wisconsin's diverse ag economy. Ag production and processing industries generate nearly \$105 billion annually in total economic impact throughout Wisconsin.**



**Wisconsin's soybean industry helps create nearly 7,000 jobs statewide, generating more than \$2 billion in revenue each year.**



**Subscribers to Soy Forward also include legislative leaders, state agency officials and industry stakeholders.**

# Editorial CALENDAR

## Fall 2024

- SoyFoam cover story
- Legislative check-in
- Soy research roundup
- Sustainable aviation fuel: What to know
- New markets

## Summer 2025

- Women in ag
- Trade team feature
- D.C. Hill Visits

## Winter 2025

- WI Corn•Soy Expo edition
- WSA director feature
- Sustainable aviation fuel: What to know
- Executive Director feature

## Fall 2025

- Women in WI ag feature
- Research roundup

## Spring 2025

- New uses in soy
- Soy checkoff research feature
- Policy check-in

## Winter 2026

- WI Corn • Soy Expo Edition
- Legislative preview
- DATCP feature



# Rate CARD

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**Full Page**

\$3,000  
8.25 x 10.75

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**Inside Front Cover or Inside Back Cover**

\$4,000  
8.25 x 10.75

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**Outside Back Cover**

\$5,500  
8.25 x 10.75

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**Advertorial**

\$3,000  
8.25 x 10.75

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**Full Page - Spread**

\$5,400  
16.75 x 10.75

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**2/3 Page Vertical**

\$2,550  
4.75 x 9.75

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**1/2 Page Horizontal**

\$2,100  
7.25 x 4.875

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**1/2 Page Vertical**

\$2,100  
3.5 x 9.75

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**1/3 Page Square**

\$1,500  
4.75 x 7.875

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**1/3 Page Vertical**

\$1,500  
2.125 x 9.75

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**1/4 Page**

\$1,080  
3.5 x 4.875

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**Print Information**

Final publication trim size: 8.375" x 10.875." Bleed is .125" around all edges.

Accepted files include: Print ready PDF or EPS file. All artwork and fonts need to be flattened.

Special services include: cover wraps, insert and polybagging for additional cost. Prices vary. Call for a quote today!

**Frequency Discounts**

2 times - 2% discount

3-5 times - 5% discount

6 times - 10% discount

# Special OFFERS

Need an ad designed or an advertorial written, but don't have the resources to do so? We've got you covered. For only \$750, Soy Forward will design you a new ad or write you an advertorial that you can use for Soy Forward or elsewhere.

Advertising space reservations can be made by the 10th of the month prior to publication. In consideration of the acceptance of the advertisement, the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the publisher harmless against any expense arising from claims or actions against the publisher because of the publication of the content of the advertisement. Wisconsin Soybean Association reserves the right to refuse any advertising.

To reserve your ad space, contact:

Erin Rossow at erin.rossow@agmgmtsolutions.com or call 507-902-9191.

## Publishing Schedule

ISSUE	AD DUE	IN-HOME
Winter 2025	11/18/2024	1/13/2025
Spring 2025	2/26/2025	4/21/2025
Summer 2025	5/28/2025	7/22/2025
Fall 2025	8/27/2025	10/25/2025
Winter 2026	11/19/2025	01/14/2026





# Meet THE TEAM



| Adam Kask >



| Doug Monson >



| Erin Rossow >



| Drew Lyon >



| Kaelyn Rahe >



| Alex Troska >





# Contact INFORMATION

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