

A close-up photograph of vibrant green soybean leaves, some showing signs of insect damage with small holes and yellowing. The leaves are densely packed and fill the entire frame.

SOY FORWARD







MEDIA KIT 2026



Go SOY FORWARD WITH US

The award-winning Soy Forward magazine is a quarterly publication from the Wisconsin Soybean Association. Our magazine spotlights the policy and production news that matter to Wisconsin's nearly 17,000 soybean farmers. By supporting Soy Forward, your business 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 make Wisconsin's farming community dynamic and profitable.
-  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 drive Wisconsin's soybean industry.
-  4. Our readership extends beyond farmers. Subscribers to Soy Forward include local, state and national lawmakers, along with agency leaders, industry influencers and state soybean boards.
-  5. We produce original content—nearly all the content in Soy Forward is conceived, executed and designed in conjunction with WSA.
-  6. By partnering with Soy Forward, you'll amplify your message across Wisconsin agriculture.

Our AUDIENCE



Soybean farmers also raise corn, wheat and dairy cows, which are the largest consumer of soymeal in Wisconsin.



Wisconsin is the 12th-largest soybean producing state in the U.S.; in 2024, WI soy farmers harvested 102 million bushels across the state.



Readers of Soy Forward farm anywhere from 100 acres-15,000 acres.



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.



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

Editorial CALENDAR

Soy Forward is a quarterly magazine focused on delivering relevant soybean information to Wisconsin's nearly 17,000 soybean farmers. With four issues a year, farmers across the state can access timely information affecting their farming operations and bottom lines. In addition, readers can learn more about the news that makes Wisconsin agriculture fuel economies across the state.

Spring 2026

- Soy Checkoff Research Check-in: What's WSMB funding in '26
- Legislative check-in
- Profile of new WSA Director Luke Goessling
- Sustainable aviation fuel takes off
- Trade: Looking beyond China

Winter 2027

- WI Corn • Soy Expo preview
- Legislative preview
- How elections change landscape in '27
- DATCP feature
- Feature on WI's American Soybean Association Directors

Summer 2026

- Soy is everywhere: New Uses cover story
- Soy checkoff research feature
- Consumer Campaign 2026 follow-up/reaction
- Policy check-in

Spring 2027

- Spring planting Preview

Fall 2026

- Women in WI ag feature
- Feature on new Wisconsin Soybean Marketing Board president
- Research roundup
- WSMB's See For Yourself
- Seed Selection

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1/3 Page Vertical

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Print Information

- Final publication trim size: 8.375" x 10.875."
- For all full page ads, please design at the sizes indicated above **WITHOUT BLEED**. All text and important imagery must be inside the .5" margin. If done incorrectly, the ad will be scaled down and placed inside the margin to protect all text and imagery from being trimmed during printing, resulting in an ad under full page size.
- 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 can help! For only \$750, Soy Forward will collaborate with your business and design you a new ad or write you an advertorial that you can use for Soy Forward or other publications.

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. The 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
Spring 2026	3/2/2026	4/17/2026
Summer 2026	5/28/2026	7/20/2026
Fall 2026	8/27/2026	10/20/2026
Winter 2027	11/20/2026	1/14/2027
Spring 2027	3/1/2027	4/19/2027



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