Rural America’s Information Source For More Than Four Decades

For more than four decades, Market to Market has been a valuable source for news and in-depth analysis on the nearly $800 billion¹ business of agriculture. Every week, Market to Market’s reporters cover the stories and explore the issues that directly affect the nearly 60 million people living in rural America.²

Hosted by Mike Pearson, Market to Market is a window into the trends and challenges that shape and define agriculture today – from government policy to emerging technologies to environmental issues – as well as thought-provoking stories of rural life. And Market to Market’s experienced analysts deliver a detailed examination of the major commodity markets, offering producers new strategies to help the “bottom line” on the balance sheet.

From its beginnings as Farm Digest in 1975, Market to Market has been a consistent, thoughtful voice on the broad range of topics related to agriculture and commodities, and has become the longest running program of its kind.

¹ - USDA 2015
² - 2010 United States Census

Market to Market is the Most Watched Ag Program in the Country

Market to Market has been consistently recognized as a leader in agricultural journalism and market analysis. An independent Meyocks Agricultural Study, published in Agri-Marketing magazine, showed Market to Market is the most watched program of its kind. Nearly 32 percent of those asked chose Market to Market as their source for agricultural information.

According to Nielsen studies, the primetime audience for Market to Market is 67% men and 33% women, both age 18+. The weekend audience is 71% men and 29% women, both age 18+.
Market to Market can be found on the air and online

Iptv.org/MarketToMarket

Market to Market’s website has become a proven, highly regarded tool for today’s farmers, market investors and Main Street business owners to stay on top of the issues affecting rural America. This comprehensive and interactive website is the perfect companion to the program for viewers looking for additional information regarding issues explored on the weekly broadcast. Whether it’s looking up the current edition of the program, watching recent cover stories or leaving feedback, the Market to Market website is a great way for everyone concerned with agricultural issues to connect. Visitors also will find streaming video and audio podcast versions of recent market analysis segments along with transcripts of the program. And, Market to Market goes one step further by linking viewers via social media with Twitter, Facebook, YouTube, Instagram and Flipboard feeds.

#AskTheAnalyst

Committed to lifelong learning with Market to Market Classroom

Market to Market Classroom is a free resource that connects students and educators with stories about the business, technology, science and issues of agriculture. Features of Market to Market Classroom include:

- Online videos that provide current reporting and in-depth background information
- Background essays that introduce concepts and summarize key themes
- Research challenges that guide students through project-based investigation
- Discussion questions that engage students in critical thinking
- Related resources that support student investigation and teacher instruction
- Teacher guides that include standards connections, assessment rubrics and classroom strategies

Features and news stories covered by Market to Market Classroom are included in the learning modules:

- Science & Technology in Agriculture
- Commodity Markets
- New Markets & Entrepreneurship
- 1980s Farm Crisis
- Role of Government in Agriculture

Explore Market to Market Classroom at Iptv.org/mtom/classroom and gain a deeper understanding of the people, issues and events that shape agriculture today.

To purchase Market to Market, contact Joan Lence at jo7len@aol.com
National Sponsorship on Market to Market

*Market to Market* is fed via satellite every Friday night to Public Television stations in 21 states to be aired in either prime time or weekend time slots. As a national sponsor of this program, your message will be seen in every market that carries the program.

As a sponsor, you will receive the following benefits:

- An open and close message on each broadcast of *Market to Market* in every market where the program airs
- Your corporate logo on the homepage of the *Market to Market* website, which links directly to your website and delivers our viewers straight to you
- Recognition in the Advance IPTV program guide for 52 weeks (circulation: 60,000)
- Additional recognition on Iowa Public Television’s website
- Your company will be mentioned in all press releases related to the program
- Your logo will be incorporated into any mailings associated with promotion of the program
- You will have the opportunity to be involved in any hosted *Market to Market* event

To learn more about sponsoring *Market to Market*, contact Shellee Bailey at Shellee@iptv.org.

**Market to Market’s audience covers a broad mix of news and public affairs viewers**

Nearly half of the viewers who watch news and public affairs programs on PBS are between 35-64 years of age. This key demographic is known for its disposable income and high levels of consumer activity. Many news and public affairs program viewers also are corporate decision-makers, holding executive positions and earning higher incomes than the average U.S. adult.

**THE PBS AUDIENCE TAKES ACTION AFTER WATCHING PBS PROGRAMMING.**

- 36% research more on the company, product or service
- 18% bought the product or service
- 19% of those who made a purchase were motivated to buy a car

**THE PBS AUDIENCE IS MORE LIKELY TO WATCH & TRUST PBS THAN OTHER NETWORKS**

- 38% more likely to watch shows that air on PBS with their full attention
- 64% believe the sponsorships on PBS are more trustworthy than other networks
- 76% agree that sponsors are committed to quality and excellence
- 62% agree that sponsors are industry leaders
- 68% agree that sponsors create compelling advertising that is better than the ads on other networks

PBS Sponsorship Study, Audience Attitudes and Behaviors, City Square Associates, March 2015