

Study Shows Hoosier Ag Today Reaches The Most Indiana Farmers

A recent media research study conducted by Ag Media Research (AMR) reveals that Hoosier Ag Today (HAT) reaches more Indiana farmers than any other farm broadcast network or radio station in the state. The AMR study showed that HAT stations reach 28.5% of all class 1A+ farmers in Indiana. This indicates that HAT has a 53.7% higher AQH Share than the closest competitor. In addition, the research reveals that HAT reaches the largest share of corn and soybean farmers in the major producing counties in the state.

The AMR research is conducted every other year in Indiana and is considered the standard measurement of audience reach by the agrimarketing community. This was the first set of numbers for HAT which began broadcasting in late 2006. In this short amount of time, HAT has grown to 35 leading stations in the state and developed a reputation among farmers as the best source for covering the Indiana agricultural industry.

“While some traditional Indiana farm radio stations are cutting back on farm programming, HAT stations have actually increased the number of farm programs aired in the past 2 years,” said Gary Truitt, President of Hoosier Ag Today. HAT was founded with the express purpose of providing state-specific content to radio stations and on-line.

“We cover more local farm news events, do more in-depth stories, and do more on - location remotes than anyone else in the state,” said Andy Eubank, Vice President of Operations for HAT. He believes this is what has contributed to the rapid growth and success of HAT.

In addition to farm radio programs, HAT also produces a daily e-mail newsletter which is regularly read by some of the state’s largest and most influential farmers. HAT also operates a multi-media web site (www.hoosieragtoday.com) and interactive on-line blog (www.hatchat.net). HAT maintains offices and studios in Clermont and Lafayette, IN. National advertising sales are handled by J.L. Farmakis, Inc.

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