

Our publications



Progressive Dairyman . . .

is rated by producers and dairy-related professionals as one of the leading industry-specific publications.

Progressive Dairyman magazine melds current news and events, market reports and industry trends with dairy management and production articles, publishing information dairymen can rely on to help serve their farms' needs.

Frequency: 18x per year
Circulation: 29,000+



El Lechero . . .

is the only dairy-related magazine targeted for use by the entire dairy team. The content is structured so every person at the dairy can benefit from the information inside. Side-by-side bilingual translations of every word make it easy for managers to see exactly what is being taught to employees. In addition, articles cover all facets of work on the dairy, from basic calf and parlor management to dealing with employees on every level of the dairy.

Frequency: 4x per year
Circulation: 9,000+



Progressive Cattleman . . .

captures the essence of the cattleman and ranching experience. This monthly publication is tailored for all segments of the beef industry and will consistently provide compelling features and photography, timely news, expert industry voices and entertaining commentary.

Frequency: 12x per year
Circulation: 27,000+



Progressive Forage Grower . . .

reaches the largest hay and forage producers in the U.S. These producers are looking for information to fine-tune their management and forage-harvesting practices.

Progressive Forage Grower provides that information with research-based articles on forage quality, irrigation, pests, diseases, storage, crop varieties, weed control, marketing and more.

Frequency: 8x per year
Circulation: 40,000+

Company history

Progressive Publishing began more than 25 years ago. Founder Leon Leavitt designed the company's first publication, *Progressive Dairyman*, to provide timely, professional information to dairy farmers in Idaho.

Over the years, *Progressive Dairyman* has grown in influence securing loyal readers throughout the U.S. and Canada. We now publish three additional titles – *El Lechero*, *Progressive Cattleman* and *Progressive Forage Grower*.

Each year our company's titles have grown in influence, and additional editors and editorial staff have been hired to handle the rapidly expanding responsibilities involved in delivering award-winning content to our readers.

Today we remain committed to disseminating electronically and in print pertinent information addressing all aspects of dairy management, forage production and stockmanship. All four of our company's magazines have a nationwide audience, reaching more than 100,000 readers.

Our company handles all aspects of its magazines' creation and circulation. From writing and editing to full-service ad design and layout, we are committed to providing unbiased, professional information relevant to the producers and advertisers in today's agricultural markets. We are dedicated to meeting the needs of our readers and, in return, remaining profitable by also meeting the needs of our advertising clients.

Internship seasons

Summer (May to August)
Fall (September to December)
Winter (January to April)
Start and end dates are flexible.

Application deadline

Feb. 20
June 20
Oct. 20

Application procedure

To apply for an internship at Progressive Publishing, please send the application materials listed below to Editor Walt Cooley on or before the desired internship season's application deadline.

Cover letter
Resume
References
Published work

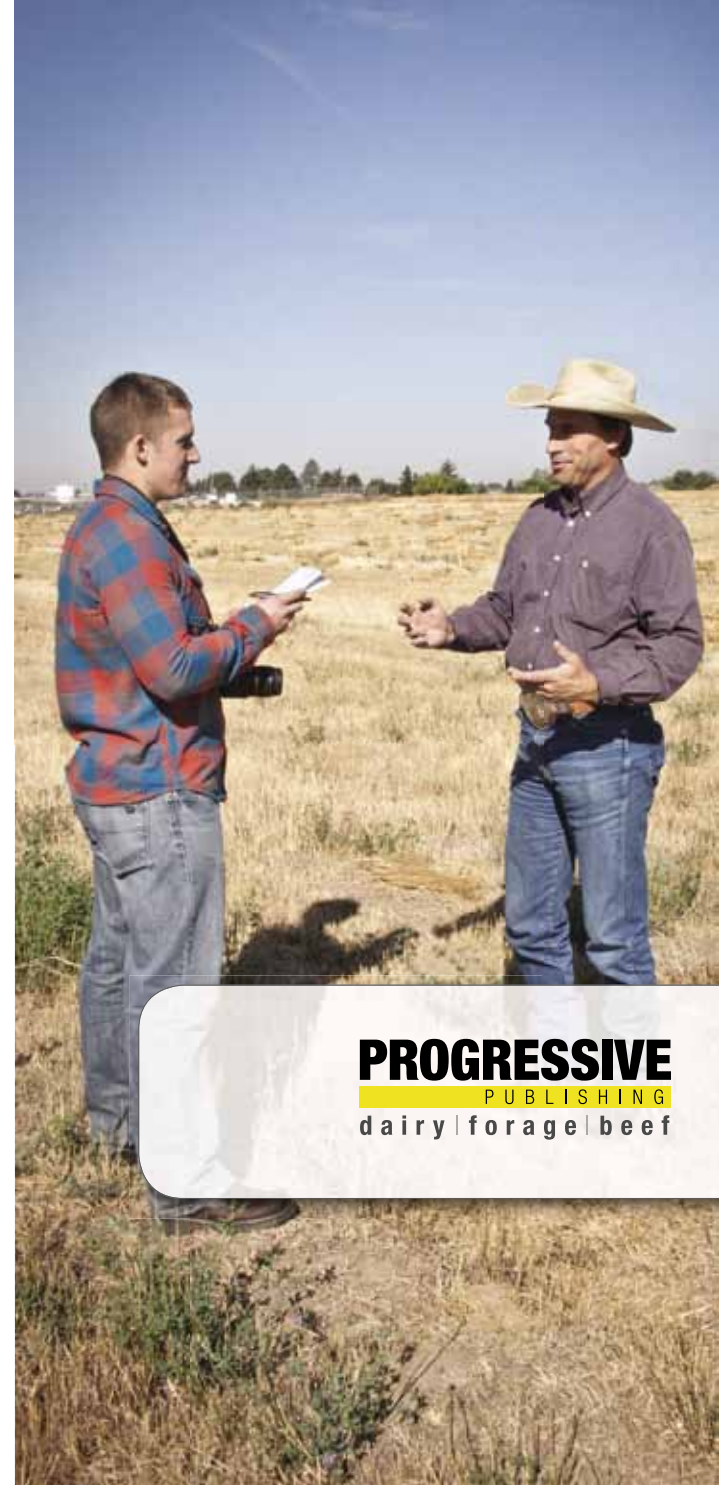
(Submit one of the following groups of work that relates to your field of expertise – five articles, 5 ad designs or layouts, three marketing campaigns or three websites.)

Contact:

Walt Cooley
editor@progressivepublish.com
(800) 320-1424

Mail to:

Progressive Publishing
Attn: Walt Cooley
P.O. Box 585, Jerome, ID 83338



PROGRESSIVE
PUBLISHING
dairy | forage | beef

Note from the editor

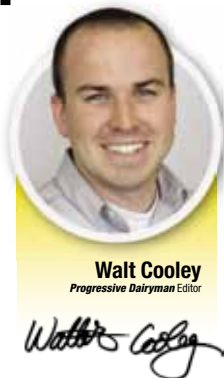
Greetings to some of the nation's most hardworking young talent!

A job in agricultural communications is one of the most exciting potential career opportunities available today. National and global attention are focused on food production and animal agriculture as growth in international markets creates demand for U.S. food exports, bolstering farm-gate prices. At the same time, consumers continue to become more and more interested in reading about how their food is produced.

But to break into this exciting field after college you'll need experience. We can help you get that!

Completing an internship with an agricultural communications company, such as ours, will give you the preparation you will need to open doors at companies throughout the food distribution chain. Our strength lies in communicating with forage growers, dairy producers and cattlemen, we are always looking for young minds to match the forward-thinking needs of our readers – both in print and online.

We invite you to consider joining our team and being a part of our success. I know we can help you prepare for future success in your personal career.



My 'progressive' experience

From the beginning, my internship at Progressive Publishing proved to be an opportunity for growth, professionally and personally. Although, the company was nowhere near my home state, I made it a point to employ all the skills I had acquired throughout the years and make the most of the experience.



Throughout the internship, I learned all the processes that go into producing several national publications and covering topics that would most benefit each publication's audience. I delved into the company's magazines and worked at making myself an asset to the team. I discovered my potential as a writer because I was able to take on different challenges that put my abilities to the test.

My experience at Progressive Publishing enabled me to hone my skills, which helped me become a better student, a better journalist and most of all a better communicator and advocate for the agriculture industry. After completion of my internship, I knew I had improved my capabilities as a journalist and felt confident about representing the agricultural industry through my writing.

Dario Martinez, Class of '10
2010 Summer Editorial Intern/Hired August 2010
Tarleton State University Agricultural Communications Major

Duties/Responsibilities

Editorial

- Write feature and news articles for publication (2 to 3 articles per week).
- Proofread content prior to publication.
- Photograph feature story subjects and stock images.
- Copyedit articles scheduled for publication using InCopy®.
- Become familiar with the *Associated Press Stylebook* and *Writing Tools: 50 Essential Strategies for Every Writer*; review guidelines from these references with editorial team members.
- Complete miscellaneous editorial assignments from editors.
- Participate with Progressive Publishing team members in team-building activities and company training.

Marketing, Design, Web

- Intern responsibilities in these disciplines change based on current Progressive Publishing needs and projects. If interested in applying for an internship in one of these areas, please contact Editor Walt Cooley.

"I fine-tuned all the skills necessary to continue my career and also built an extensive list of respectful resources within the agricultural industry."

Tony Okon, Class of '11, Fall 2011 Editorial Intern

Frequently asked questions

- 1. Is this a paid internship?**
Yes, a fair market hourly wage will be paid to a limited number of qualifying interns. Non-paid internship opportunities may also be available.
- 2. What qualifications do I have to meet?**
Applicants should maintain a 3.0 GPA in college coursework and have previous writing experience.
- 3. Do you provide for housing or other living expenses?**
Assistance locating housing and transportation to and from work in Jerome, Idaho, or surrounding areas will be provided. Financial assistance for these expenses may also be available.
- 4. Do I have to have a dairy background to apply?**
No, however, experience in agriculture or the dairy industry is preferable.
- 5. Are there any career opportunities for your company interns?**
Yes. Successful interns will be seriously considered for available full-time positions.

For more answers to frequently asked questions, visit www.progressivepublish.com/internships

What's in it for me?

Have fun and network with other communication professionals and industry contacts.



Improve your interviewing, photography and writing skills.

Get published.

Learn about Adobe® software work flows.



Get opportunities to travel on assignment to take photos, interview dairy producers and write articles.



See four of the nation's Top 20 dairy counties within a one-hour drive from our office.

