



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Smart Farming

Driving Innovation and Efficiency with Technology

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As the agricultural industry continues to evolve, technology is becoming a crucial tool for optimizing farming processes and reducing costs. This special feature will highlight how technology-fueled innovation is helping farmers make better decisions, improve crop yields, and increase sustainability. By leveraging data-driven solutions, farmers can streamline operations and maximize profitability, ensuring long-term success in an increasingly competitive market.

Proposed topic highlights:

- Precision Agriculture:** How advanced technologies are reducing waste and improving productivity.
- Cost Optimization:** Exploring the ways technology helps reduce input costs, leading to more efficient use of resources.
- Sustainability in Farming:** The role of tech innovations in promoting environmentally friendly practices.
- Data-Driven Decision Making:** How real-time data analysis is empowering farmers to make informed decisions.
- Boosting Productivity:** Tools and platforms that allow farmers to increase yields while minimizing labor.
- Technology Trends in Agriculture:** A look at the latest developments in farming technology and what's on the horizon.

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Print/Digital Weekly Readers – **5,958,000**
Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

Source: Vividata SCC Spring 2024, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
March 17	May 5	May 12	March 17
August 12	October 7	October 14	August 12