



Penton Agriculture Masterfile

Penton SmartReach covers the entire agricultural market with active connections to 2.2 million farms and ranches across the U.S. More than 85% of the nation's agricultural GDP is produced by Penton clients. Featuring the ability to hyper-target specific demographics and behavioral characteristics. Isolate and target the right prospect at the right time for your products and services.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

SEGMENTS

2,216,763	Total Universe / Universe Rate	\$150.00/M
720,799	Records with Phones	+ \$60.00/M
349,457	Records with Email	+ \$375.00/M
225,877	Class 1A Commercial Farms	

MAINTENANCE

Market Entry	02/03/2014
New to Manager	07/14/2015
Counts Through	07/14/2015

DATA CARD MAINTENANCE

New To System	07/14/2015
Last Update	07/28/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

DESCRIPTION

Penton Agriculture is the largest, most diversified agriculture information business in North America. Our brands include two of North America's top agriculture shows, the Farm Progress Show and Husker Harvest Days, and well-established digital brands such as Farm Press, Farm Progress, Corn + Soybean Digest and BEEF. The Farm Progress Show, the largest outdoor event, hosts the largest gathering of ag producers, exhibitors and media covering the U.S. ag market.

These individuals play a key role in several varieties of business decision-making processes in the farming industry. The US Agriculture Masterfile reaches individuals who subscribe to one or more of the following Penton online properties, newsletters or publications:

Title Category	Postal	Email
Top Management	305450	54758
Middle/administrative Management	21613	6697
Financial Management	2475	766
Sales & Marketing Management	5301	1549
Information Technology (it) Professionals	463	393
Production Management	4752	1226
Engineering Management	62526	7595
Professionals	43102	12255
All Other Management	305	139
Architectural Design	0	0
Vp-level	2069	629
Director-level	1861	611
Manager-level	21082	6028

Assistant -level	591	199
Human Resources	152	90
Purchasing	92	45
Retired	844	144
Senior (c-level Or Higher)	295786	52208
Students	423	400
Education	1028	526
Medical	1111	515
Lawyers	98	41

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry.

Their diverse portfolio of properties can help you reach your target audience.

Penton is a leading professional information services company that engages and informs millions of professionals every day in our five growth-oriented business sectors — Agriculture, Transportation, Natural Products & Food, Design & Manufacturing and Infrastructure. For more information, click <http://www.penton.com/markets/agriculture/>

(farming, crop, culture, country, USA, field)

SELECTS		AVERAGE INCOME	
Phone Number	\$60.00/M	Value	not available
Max per Company/Sites	\$15.00/M	MINIMUM ORDER	
SCF	\$10.00/M	Minimum Quantity	5,000
Zip	\$10.00/M	Minimum Price	\$0.00
State	\$10.00/M	NET NAME ARRANGEMENTS	
Number of Employees	\$15.00/M	Net Name is allowed	
Sales Volume	\$15.00/M	Floor	0%
Farm Annual Income	\$15.00/M	Minimum Quantity	0
Job Title	\$15.00/M	Run Charges	\$10.00/M
Bus/Industry Type	\$15.00/M	EXCHANGES	
Acreage Type	\$15.00/M	Exchange is not allowed	
Livestock Type	\$15.00/M	REUSE	
SIC/NAICS Code	\$15.00/M	Please inquire	
Gross Acres	\$15.00/M	CANCELLATION	
Alfalfa Acres	\$15.00/M	Charges	\$50.00/F
ATVs Owned	\$15.00/M	CANCELLATION INSTRUCTIONS	
Beef Cows	\$15.00/M	All orders cancelled before the maildate will incur a	
Beef Owned	\$15.00/M	\$50/F Cancellation Fee, \$10/M Run Charges plus	
Beef Sold	\$15.00/M	applicable media and shipping fees. No cancellations	
Citrus Acres	\$15.00/M	will be accepted after the maildate.	
Corn Acres	\$15.00/M	KEY CODING	
Cotton Acres	\$15.00/M	Key Coding is available	
Dairy Cows	\$15.00/M	Charges	\$3.00/M
Hay Acres	\$15.00/M	ADDRESSING	
Heavy Duty Truck	\$15.00/M	FTP	\$75.00/F
Soybean Acres	\$15.00/M	EMAIL	\$75.00/F
Wheat Acres	\$15.00/M		
Title Category			
GENDER			
Male	82%		
Female	6%		

SPECIAL INSTRUCTIONS

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