



BEEF Magazine from Penton

BEEF Magazine from Penton provides agricultural production and business management information including animal health, nutrition, marketing, finance and personnel management.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/27/2015
Counts Through	07/27/2015

DATA CARD MAINTENANCE

New To System	07/27/2015
Last Update	07/27/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

SEGMENTS

79,443 Total Universe / Universe Rate	\$125.00/M
74,563 Records with Phones	+ \$60.00/M
31,285 Email Records	\$375.00/M
Transmission	+ \$50.00/M

DESCRIPTION

BEEF, the nation's leading cattle publication, annually publishes 12 monthly issues for America's top cow-calf operators, stocker-growers, cattle feeders, veterinarians, nutritionists and allied industries, covering production, animal health, nutrition, finance and marketing issues. The printed coverage also includes four special editorial supplements annually aimed at 1,000+-head feedlots, and two special supplements annually aimed at the stocker calf segment. In addition, BEEF editorial staff produces almost 300 sector-targeted electronic newsletters annually. Via a synergy of in-print, online, and in-person products, BEEF provides information to help producers more efficiently, cost-effectively, and profitably manage their businesses.

Job Title	Postal	Email
Owner	97002	16524
Manager	6748	1580
Foreman	1340	253
Supervisor	708	146
Herdsmen	1616	364
Veterinarian	2514	698
Nutritionist	785	221
Order Buyer	392	82
Other	2117	467

Title Category	Postal	Email
Top Management	76768	13224
Middle/administrative Management	6470	1518
Financial Management	564	121
Sales & Marketing Management	390	112

Information Technology (it) Professionals	28	8
Production Management	1989	376
Engineering Management	7469	1341
Professionals	9357	2007
All Other Management	53	15
Vp-level	471	109
Director-level	270	65
Manager-level	6402	1513
Assistant -level	118	33
Human Resources	20	4
Purchasing	17	9
Retired	127	12
Senior (c-level Or Higher)	74828	12810
Students	54	23
Education	235	81
Medical	323	77
Lawyers	16	2

Year Started	Postal	Email
Prior To 1900	131	23
1901-1950	1433	107
1951-1975	8078	811
1976-1990	6637	968
1991-2000	5082	664
2001-2005	5430	819
2006-2010	5527	931
2011+	1545	268

Products Influence Purc	Postal	Email
Animal Health Products	67282	13862
Feed/supplements	66329	13710
Livestock Equipment	63312	13203
Breeding Stock	52458	11174
Other	8102	1547

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

Advertising:

For other Advertising opportunities please visit:

<http://www.penton.com/OurMarkets/Agriculture/tabid/89/Default.aspx>

*(agriculture, nutrition, food, meat)***SELECTS**

Area of Involment	\$15.00/M
ATV Owners	\$15.00/M
Beef/Cattle	\$15.00/M
Cattle Fed on Grain & Concentrates	\$15.00/M
Horse Inventory	\$15.00/M
Job Function/Title	\$15.00/M
Number of Employees	\$15.00/M
Bus/Industry Type	\$15.00/M
One Name per Site	\$15.00/M
Phone Number	\$60.00/M
Sales Volume	\$15.00/M
SCF	\$10.00/M
SIC Code	\$15.00/M
State	\$10.00/M
Zip	\$10.00/M
Heavy Duty Truck	\$15.00/M
Medium Duty Truck	\$15.00/M
Pickup Trucks	\$15.00/M
Utility Vehicles	\$15.00/M
Total Acres of Hay	\$15.00/M
Annual Inventory of Beef Cows	\$15.00/M
Cattle Sold	\$15.00/M
Total Soybean Acres	\$15.00/M
Newsletter subscribers associated with the publica	\$15.00/M
Products Influence the Purchase of Description Quantity	\$15.00/M

GENDER

Male	82%
Female	5%

AVERAGE INCOMEValue **not available****MINIMUM ORDER**

Minimum Quantity	5,000
Minimum Price	\$0.00

NET NAME ARRANGEMENTS**Net Name is allowed**

Floor	0%
Minimum Quantity	0
Run Charges	\$10.00/M

EXCHANGES**Exchange is not allowed****REUSE****Please inquire****CANCELLATION**Charges **\$50.00/F****CANCELLATION INSTRUCTIONS**

All orders cancelled after tests have been sent will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the maildate.

KEY CODING**Key Coding is available**Charges **\$3.00/M****ADDRESSING**

EMAIL	\$75.00/F
FTP	\$75.00/F

SPECIAL INSTRUCTIONS