



Farm Industry News from Penton

Farm Industry News provides information about new products, new technology and buying information of farm inputs purchased by high-income, high-acreage growers in the 12 North Central states.

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

| | | |
|---------|--------------------------------|-------------|
| 209,699 | Total Universe / Universe Rate | \$125.00/M |
| 122,714 | Records with Phone | + \$60.00/M |
| 40,420 | Email Records | \$275.00/M |
| | Transmission | |

DESCRIPTION

Farm Industry News provides high-income, Midwestern farmers with information about new products and technology for the farm. It is unlike other farm magazines in that it does not feature "how-to," success stories or "management" articles on how to raise more corn or increase livestock efficiently. Instead, it focuses on product news, buying articles and high-tech agricultural developments. Farm Industry News views the reader as a purchasing agent for his/her own business.

| Title Category | Postal | Email |
|---|--------|-------|
| Top Management | 125340 | 17375 |
| Middle/administrative Management | 4477 | 877 |
| Financial Management | 555 | 73 |
| Sales & Marketing Management | 518 | 139 |
| Information Technology (it) Professionals | 19 | 4 |
| Production Management | 1193 | 247 |
| Engineering Management | 16473 | 2628 |
| Professionals | 17779 | 2964 |
| All Other Management | 33 | 14 |
| Vp-level | 437 | 108 |
| Director-level | 96 | 22 |
| Manager-level | 4476 | 908 |
| Assistant -level | 80 | 16 |
| Human Resources | 21 | 3 |
| Purchasing | 5 | 0 |
| Retired | 229 | 24 |
| Senior (c-level Or Higher) | 122148 | 16920 |
| Students | 16 | 6 |

| | | |
|-----------|-----|----|
| Education | 73 | 23 |
| Medical | 186 | 64 |
| Lawyers | 8 | 1 |

| Year Started | Postal | Email |
|---------------------|---------------|--------------|
| Prior To 1900 | 249 | 25 |
| 1901-1950 | 2247 | 171 |
| 1951-1975 | 16336 | 1447 |
| 1976-1990 | 14663 | 1716 |
| 1991-2000 | 10821 | 1107 |
| 2001-2005 | 10520 | 1286 |
| 2006-2010 | 8060 | 1018 |
| 2011+ | 2120 | 265 |

| Annual Farm Sales | Postal | Email |
|--------------------------|---------------|--------------|
| \$1 Million Or More | 15347 | 3150 |
| \$500000 To 999999 | 22763 | 3998 |
| \$200000 To 499999 | 31099 | 4805 |
| \$100000 To 199999 | 23412 | 2986 |
| \$40000 To 99999 | 7696 | 1043 |
| Under \$40000 | 2388 | 346 |
| None | 3203 | 471 |

| Custom Farm Services | Postal | Email |
|-----------------------------|---------------|--------------|
| Custom Combining | 22504 | 5070 |
| Custom Forage Harvesting | 5233 | 1596 |
| Custom Hay Harvesting | 9506 | 2478 |
| Custom Tillage | 12859 | 3301 |
| Custom Chemical Applicat | 7746 | 2316 |
| Other | 7869 | 2156 |
| Don't Offer Cust Service | 48229 | 8291 |

| Agricultural Title | Postal | Email |
|---------------------------|---------------|--------------|
| Owner/operator | 125984 | 18078 |
| Co-owner/partner | 15022 | 2446 |
| Farm Operator Only | 6205 | 838 |
| Farm Owner Only | 16498 | 1580 |
| Farm Manager | 2528 | 528 |
| Farm Employee | 4383 | 778 |
| Farm Consultant/cca/pca | 979 | 262 |
| Other | 1961 | 278 |

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.

Advertising:

For other Advertising opportunities please visit: <http://www.penton.com/OurMarkets/Agriculture/tabid/89/Default.aspx>

(farming, agriculture, produce, food)

SELECTS

| | |
|-------------------------------|------------------|
| Acreage | \$15.00/M |
| Bus/Industry Type | \$15.00/M |
| Email/FTP Delivery | \$75.00/F |
| Job Function/Title | \$15.00/M |
| Key Code | \$3.00/M |
| Number of Employees | \$15.00/M |
| One Name per Site | \$15.00/M |
| Phone Number | \$60.00/M |
| Sales Volume | \$15.00/M |
| SCF | \$10.00/M |
| Services/Products | \$15.00/M |
| SIC Code | \$15.00/M |
| State | \$10.00/M |
| Zip | \$10.00/M |
| Alfalfa Acres | \$15.00/M |
| Annual Farm Sales | \$15.00/M |
| Apply Chemicals (self/others) | \$15.00/M |
| ATVs | \$15.00/M |
| Corn Acres | \$15.00/M |
| Heavy Duty Truck | \$15.00/M |
| Irrigated Acres | \$15.00/M |
| Medium Duty Truck | \$15.00/M |
| Other Acres | \$15.00/M |
| Other Livestock Inventory | \$15.00/M |
| Other Livestock Sold | \$15.00/M |
| Pickup Trucks | \$15.00/M |
| Agricultural Title | \$15.00/M |
| Semi Trucks | \$15.00/M |
| Sorghum Acres | \$15.00/M |
| Soybean Acres | \$15.00/M |
| Tillable Acres | \$15.00/M |
| Utility Vehicles | \$15.00/M |
| Wheat Acres | \$15.00/M |
| Cattle Sold | \$15.00/M |
| Custom Farm Services | \$15.00/M |
| Q10 Annual Farm Sales | \$15.00/M |
| Semi Tractor | \$15.00/M |

GENDER

| | |
|--------|------------|
| Male | 86% |
| Female | 4% |

AVERAGE INCOME

| | |
|-------|----------------------|
| Value | 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 before the maildate 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

| | |
|-------|------------------|
| FTP | \$75.00/F |
| EMAIL | \$75.00/F |

SPECIAL INSTRUCTIONS