



Hay and Forage Grower from Penton

Hay & Forage Grower is devoted to the production and marketing of forage crops. It's target audience includes owners, managers, and technical or supervisory personnel of large-scale hay, alfalfa, and forage operations and custom harvesters who harvest 100 acres or more of alfalfa, hay, or silage.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

SEGMENTS

93,067	Total Universe / Universe Rate	\$125.00/M
84,907	Records with Phone	+ \$60.00/M
25,629	Email Records	\$275.00/M
	Transmission	+ \$50.00/M

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/28/2015
Counts Through	07/28/2015

DATA CARD MAINTENANCE

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

DESCRIPTION

Hay & Forage Grower provides the newest production and marketing information in print, online, and in person for big-acreage forage producers, custom forage harvesters, dairy producers, and cow-calf operators.

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Job Title	Postal	Email
Owner/operator	82432	15401
Co-owner/partner	10091	2334
Farm Employee	6612	1714
Other	1286	290

Title Category	Postal	Email
Top Management	67905	12977
Middle/administrative Management	4900	1358
Financial Management	398	95
Sales & Marketing Management	451	137
Information Technology (it) Professionals	23	5
Production Management	1330	303
Engineering		

Management	6952	1421
Professionals	7870	1866
All Other Management	33	14
Vp-level	425	112
Director-level	164	47
Manager-level	4874	1361
Assistant -level	66	22
Human Resources	14	1
Purchasing	8	4
Retired	101	14
Senior (c-level Or Higher)	66152	12580
Students	18	10
Education	147	49
Medical	211	76
Lawyers	11	2

Year Started	Postal	Email
Prior To 1900	136	15
1901-1950	1153	115
1951-1975	7012	822
1976-1990	6512	1029
1991-2000	4860	734
2001-2005	5203	860
2006-2010	5330	989
2011+	1383	273

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, meat, culture, harvesting)

SELECTS		AVERAGE INCOME	
Acreage	\$15.00/M	Value	not available
Bus/Industry Type		MINIMUM ORDER	
Email/FTP Delivery	\$75.00/F	Minimum Quantity	5,000
Job Function/Title	\$15.00/M	Minimum Price	\$0.00
Key Code	\$3.00/M	NET NAME ARRANGEMENTS	
Number of Employees	\$15.00/M	Net Name is allowed	
One Name Per Site	\$15.00/M	Floor	0%
Phone Number	\$60.00/M	Minimum Quantity	0
Sales Volume	\$15.00/M	Run Charges	\$10.00/M
SCF	\$10.00/M	EXCHANGES	
SIC Code	\$15.00/M	Exchange is not allowed	
State	\$10.00/M		
Zip	\$10.00/M		
Alfalfa Acres	\$15.00/M		
Custom Harvest Acres	\$15.00/M		

Irrigated Acres	\$15.00/M
Silage Acres	\$15.00/M
Other Hay Acres	\$15.00/M
Beef Inventory	\$15.00/M
Cattle Sold	\$15.00/M
Number of ATVs owned	\$15.00/M
Newsletter Subscribers	\$15.00/M

GENDER	
Male	83%
Female	4%

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
