



Corn and Soybean Digest from Penton

The Corn and Soybean Digest focuses on the corn and soybean markets and provides in-depth coverage to maximize production and marketing for profit.

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

158,333	Total Universe / Universe Rate	\$125.00/M
138,570	Records with Phones	+ \$60.00/M
38,703	Email Records	\$375.00/M
	Transmission	+ \$50.00/M

DESCRIPTION

Corn+Soybean Digest, the leading publication in the corn and soybean markets, gives in-depth coverage to maximize production for profit, focusing on soil, agronomics and data.

The Corn and Soybean Digest targets farmers who grow qualified acres of corn, soybeans or cotton.

Title Category	Postal	Email
Top Management	132270	23361
Middle/administrative Management	6810	1952
Financial Management	748	210
Sales & Marketing Management	1358	491
Information Technology (it) Professionals	45	14
Production Management	1523	370
Engineering Management	18094	3375
Professionals	20590	4307
All Other Management	77	44
Vp-level	731	233
Director-level	360	131
Manager-level	6709	1908
Assistant -level	124	44
Human Resources	32	14
Purchasing	9	4

Retired	262	28
Senior (c-level Or Higher)	129239	22581
Students	33	20
Education	137	57
Medical	318	136
Lawyers	28	6

Year Started	Postal	Email
Prior To 1900	244	25
1901-1950	2408	239
1951-1975	17265	1868
1976-1990	15717	2244
1991-2000	11615	1516
2001-2005	11826	1689
2006-2010	9697	1627
2011+	2829	487

Annual Farm Sales	Postal	Email
\$1 Million Or More	15427	4203
\$500000 To 999	18372	4284
\$200000 To 499	19849	4322
\$100000 To 199	8687	1727
\$40000 To 99	4687	939
Under \$40000	1837	439
None	1638	500

Custom Farm Services	Postal	Email
1 Custom Combining	16497	4296
2 Custom Forage Harvesting	2118	551
3 Custom Hay Harvesting	5523	1486
4 Custom Tillage	8515	2330
5 Custom Chemical Applicat	5034	1503
6 Other (specify)	4199	1190
7 Don't Offer Cust Service	42322	10078

Agricultural Title	Postal	Email
Owner/operator	139070	24654
Co-owner/partner	16884	3448
Farm Operator Only	2939	512
Farm Owner Only	11269	1415

Farm Manager	3161	857
Farm Employee	6072	1493
Farm Consultant/cca/pca	2097	810
Other	2306	733

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>

(agriculture, cultivation, culture, publication)

SELECTS

Acreage Type	\$15.00/M
Beef/Cattle	\$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
SIC Code	\$15.00/M
State	\$10.00/M
Zip	\$10.00/M
Newsletters	\$15.00/M
Alfalfa Acres	\$15.00/M
Corn Acres	\$15.00/M
Custom Chemical Acres	\$15.00/M
Grass/Hay Acres	\$15.00/M
Irrigated Acres	\$15.00/M
Sorghum Acres	\$15.00/M
Soybean Acres	\$15.00/M
Beef Inventory	\$15.00/M
Cattle Sold	\$15.00/M
Annual Farm Sales	\$15.00/M
Heavy Duty Truck	\$15.00/M
Medium Duty Truck	\$15.00/M
Pickup Truck	\$15.00/M
Semi Tractor	\$15.00/M
ATV	\$15.00/M
Job Title	\$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
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CANCELLATION INSTRUCTIONS

All orders cancelled before the mail date will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the mail date.

KEY CODING

Key Coding is available

Charges	\$3.00/M
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ADDRESSING

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

SPECIAL INSTRUCTIONS