



National Hog Farmer from Penton

National Hog Farmer focuses on management practices and research information to keep hog producers competitive. They provide professional pork producers with breaking news, business management guidance, and timely production information needed to keep modern pork production systems competitive and profitable.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

SEGMENTS

18,613	Total Universe / Universe Rate	\$125.00/M
16,159	Records with Phones	+ \$60.00/M
5,987	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

National Hog Farmer focuses on management practices and research information to keep hog producers competitive. They provide professional pork producers with breaking news, business management guidance, and timely production information needed to keep modern pork production systems competitive and profitable.

Its primary target audience is professional pork producers.

Job Title	Postal	Email
Owner/president/vp	14061	2178
Unit Mgr Or Sup	1670	464
Foreman	258	50
Other Sup Employee	459	126
Non-sup Personnel	599	187
Veterinarian	898	234
Nutritionist	486	116
Consultant	814	231
Mgr/sup Of Multiple Units	1551	399
Other	248	62

Title Category	Postal	Email
Top Management	13880	2183
Middle/administrative Management	2245	628
Financial Management	118	28
Sales & Marketing Management	159	44
Information Technology (it) Professionals	28	7
Production Management	336	99

Engineering Management	445	115
Professionals	1454	427
All Other Management	21	8
Vp-level	100	21
Director-level	127	47
Manager-level	2255	627
Assistant -level	45	12
Human Resources	15	4
Purchasing	9	3
Retired	10	1
Senior (c-level Or Higher)	13502	2091
Students	12	9
Education	61	22
Medical	106	38
Lawyers	3	2

Year Started	Postal	Email
Prior To 1900	15	2
1901-1950	209	22
1951-1975	1541	154
1976-1990	1866	232
1991-2000	1490	178
2001-2005	1253	157
2006-2010	1136	189
2011+	287	44

Contract Production Uni	Postal	Email
Yes	5379	1227

Hog/Pig Operation	Postal	Email
Farrow-to-finish	7094	1508
Farrowing	2313	722
Finishing	3074	734
Breeding	1669	583
Other	1075	349
Wean-to-finish	3670	900
Nursery	1386	421

Prod Influence Purch Of	Postal	Email
Animal Health Products	11044	2435
Feed/supplements	9852	2113
Livestock Equipment	11390	2475
Breeding Stock	6255	1380
Other	1269	312

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, cultivation)

SELECTS

Bus/Industry Type	\$15.00/M
Email/FTP Delivery	\$75.00/F
Hogs/Pigs Sold	\$15.00/M
Key Code	\$3.00/M
Number of Employees	\$15.00/M
Number of Sows	\$15.00/M
One Name Per Site	\$15.00/M
Operations	\$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
Job Function	\$15.00/M
Hog/Pig Operation	\$15.00/M
Purchasing Influence	\$15.00/M
Newsletter Subscribers	\$15.00/M
Job Title	

GENDER

Male	84%
Female	5%

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

Sample Mailing Piece Required. Reuse or mailing with phone follow-up \$5/M off base rate. All orders are approved on a reciprocal rental. Orders cancelled prior to mail date are subject to a \$50 cancellation fee plus any applicable production and shipping charges. Orders cancelled after the mail date, will incur charges in full.

KEY CODING

Key Coding is available
Charges **\$3.00/M**

ADDRESSING

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

SPECIAL INSTRUCTIONS