



## Delta Farm Press from Penton

Delta Farm Press gives in-depth coverage of the region's major crops (cotton, soybeans, rice, wheat, pecans, sorghum, corn), plus the legislative, environmental and regulatory issues that affect farmers' businesses. Delta Farm Press specifically covers marketing, research and technology updates, along with features on area farmers and agribusiness news.

### MEDIA TYPE

**Business**



### SOURCE

Controlled circulation

### GEOGRAPHY

USA

### SEGMENTS

33,737	Total Universe / Universe Rate	\$125.00/M
22,918	Records with Phones	+ \$60.00/M

### MAINTENANCE

Market Entry	<b>02/04/2014</b>
New to Manager	<b>07/27/2015</b>
Counts Through	<b>07/27/2015</b>

### DATA CARD MAINTENANCE

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

### DESCRIPTION

Delta Farm Press provides growers and agribusiness with in-depth coverage of the region's major crops plus the legislative, environmental and regulatory issues that affect their businesses. Editorial includes marketing, research and technology updates, along with features on area farmers and agribusiness news.

### Target Audience:

Delta Farm press serves farmers in the Delta region who harvest cotton, soybeans, rice, wheat, pecans, sorghum, or corn and have an interest in the legislative, environmental, and regulatory issues that affect their businesses.

Title Category	Postal	Email
Top Management	24906	3942
Middle/administrative Management	1751	523
Financial Management	207	64
Sales & Marketing Management	363	147
Information Technology (it) Professionals	17	9
Production Management	254	61
Engineering Management	7368	603
Professionals	2894	733
All Other Management	13	5
Vp-level	132	37
Director-level	148	50

Manager-level	1608	483
Assistant -level	37	12
Human Resources	7	3
Purchasing	5	2
Retired	133	14
Senior (c-level Or Higher)	24191	3762
Students	11	11
Education	100	27
Medical	52	25
Lawyers	16	7

<b>Year Started</b>	<b>Postal</b>	<b>Email</b>
Prior To 1900	18	0
1901-1950	265	40
1951-1975	1553	194
1976-1990	1293	213
1991-2000	1110	174
2001-2005	1341	226
2006-2010	1666	292
2011+	485	101

<b>Agricultural Title</b>	<b>Postal</b>	<b>Email</b>
Farm Owner/operator	26658	3951
Farm Operator Only	772	188
Farm Owner Only	4759	778
Farm Manager	1482	272
Farm Consultant/pca	546	201
Cotton Ginner	46	14
Dealer/distr Equip	216	91
Dealer/dist Seed/chemicals	563	216
Exten/gov Agents	433	120
Educators	148	59
Agricultural Lender	120	31
Other (new)	502	197

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

(farming, agriculture, estate, land)

<b>SELECTS</b>		<b>AVERAGE INCOME</b>	
Job Function/Title	<b>\$15.00/M</b>	Value	<b>not available</b>
Number of Employees	<b>\$15.00/M</b>		
One Name per Site	<b>\$15.00/M</b>	<b>MINIMUM ORDER</b>	
Sales Volume	<b>\$15.00/M</b>	Minimum Quantity	<b>5,000</b>
SCF	<b>\$10.00/M</b>	Minimum Price	<b>\$0.00</b>

Sic Code	<b>\$15.00/M</b>
State	<b>\$10.00/M</b>
Zip	<b>\$10.00/M</b>
Email Addresses	<b>\$15.00/M</b>
ATVs	<b>\$15.00/M</b>
Heavy trucks	<b>\$15.00/M</b>
Medium trucks	<b>\$15.00/M</b>
Pickup trucks	<b>\$15.00/M</b>
Total Acres	<b>\$15.00/M</b>
Other acreage	<b>\$15.00/M</b>

**GENDER**

Male	%
Female	%

**NET NAME ARRANGEMENTS****Net Name is allowed**

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

**EXCHANGES****Exchange is not allowed****REUSE****Please inquire****CANCELLATION**

Charges	<b>\$50.00/F</b>
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**KEY CODING****Key Coding is available**

Charges	<b>\$3.00/M</b>
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**ADDRESSING**

EMAIL	<b>\$75.00/F</b>
FTP	<b>\$75.00/F</b>

**SPECIAL 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.