

The Progressive Farmer

The Progressive Farmer Magazine is the premier magazine for the Farmer, Business Owner and the Land and Home Owners of Rural America. These business owners and managers of farms and ranches are responsible for over \$7 billion in crops and livestock.

ID NUMBERS

Manager	
NextMark ID	254651
mIn	17566
SRDS	021380

SEGMENTS

Data card currency: US Dollar

433,989	Total Universe / Base Rate	\$85.00 /M
338,756	Active Male	+ \$8.00 /M
41,493	Active Female	+ \$8.00 /M
109,489	Hunters	+ \$8.00 /M
100,205	Fisherman	+ \$8.00 /M
91,650	Gardening	+ \$8.00 /M
131,837	PC Owners	+ \$8.00 /M
341,655	Farm Size	+ \$10.00 /M
272,196	Livestock/ Cattle/ Hogs	+ \$15.00 /M
45,601	6 Month Expires	\$55.00 /M
	Fundraising/ Non-Profit	\$75.00 /M
	Catalog Rate	\$70.00 /M

LIST TYPE

Business and Consumer

SOURCE

Publications

GEOGRAPHY

Domestic (US)

OPT-IN

LIST MAINTENANCE

Market Entry	
New to Manager	01/01/2009
Counts through	02/26/2010

DATA CARD MAINTENANCE

New to NextMark System	12/29/2008
"New to System"	01/07/2009
announcement	
Last data card update	03/01/2010
Next data card update	03/26/2010
Data card update frequency	MONTHLY

DESCRIPTION

The Progressive Farmer Magazine is the premier magazine for the Farmer, Business Owner and the Land and Home Owners of Rural America. These business owners and managers of farms and ranches are responsible for over \$7 billion in crops and livestock.

These subscribers rely on The Progressive Farmer to keep abreast of trends, technology, farm production and management, crop and livestock market pricing, as well as forums and news addressing rural living.

These farmers are businessmen, salesmen, and marketers, as well as sportsmen, family men and outdoorsmen. They purchase equipment, supplies and services for their business, as well as for their home and family.

Median Age 54
Household Income \$86,570
Attended/ Graduated College 51%

SELECTS

3 MONTH HOTLINE	\$11.00 /M
6 MONTH HOTLINE	\$6.00 /M
CHANGE OF ADDRESS	\$10.00 /M
COUNTY	\$8.00 /M
GENDER/SEX	\$8.00 /M
MONTHLY HOTLINE	\$16.00 /M
Run Charges	\$10.00 /M

AVERAGE INCOME

Value:	\$86,570.00
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MINIMUM ORDER

Quantity:	5,000
Value:	\$425.00

COMMISSIONS

SCF **\$8.00 /M**
 STATE **\$8.00 /M**
 ZIP **\$8.00 /M**
 Zip Tape **\$10.00 /M**

Broker: **20%**
 Agency: **15%**

LIST MANAGER

Key Marketing Advantage

UNIT OF SALE INFORMATION

High: **\$0.00**
 Average: **\$54.00**
 Low: **\$0.00**

GENDER PROFILE

Male: **76%**
 Female: **13%**

NET NAME ARRANGEMENTS

Please inquire

EXCHANGES

Please inquire

REUSE

Reuse is allowed

Min Qty: **1,000**
 Charges: **\$80.00 /M**

TELEMARKETING

Telemarketing is not allowed

CANCELLATION

Charges: **\$50.00 /F**

KEY CODING

Key Coding is available

Charges: **\$3.00 /M**

ADDRESSING

CARTRIDGE **\$25.00 /F**
 DISKETTE **\$30.00 /F**
 EMAIL **\$50.00 /F**
 FTP **\$50.00 /F**
 LABELS **\$8.00 /M**
 MAG TAPE **\$70.00 /F**

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
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= Primary contact