

Successful Farming® Data Solutions

List Rental

Designed to meet all aspects of your direct marketing needs, *Successful Farming* Data Solutions allows you to choose from 2.5 million farm owners and/or operators who are highly responsive to direct mail offers. Our list rental solutions give you access to one of the largest, multi-sourced agricultural databases anywhere.

Select from a full range of data fields from demographics to crops, livestock to vehicles, as well as lifestage and life style data from the Meredith database – to maximize your direct marketing efforts and achieve optimal results.

Data sources are as follows:

- 440,000 active *Successful Farming* subscribers, primarily farm operators
- *Agriculture Online* visitors/registrants
- Most current USDA producer records
- Special enhanced data focusing on 250+ acre farms, crops planted, acre size, livestock, truck and equipment
- Overlay data from the 87 million Meredith Consumer Database – the largest media database in the country

Data Licensing

Use the *Successful Farming* Data Solutions database to enhance your own customer information. We will help you construct a custom licensing plan that enables you to market your products to specific customers/prospects in target areas.

Tap into a broad range of more than 2,000 data points from Meredith's powerful 87 million consumer database. When you use the knowledge gained by overlaying our data on to your customer file, you will gain the flexibility to develop innovative data-driven programs with confidence.

When you enter into a custom data licensing relationship with *Successful Farming*, we take the time to understand how to meet your unique requirements. We'll help determine the appropriate data set, delivery mechanism, and licensing strategy to fit your marketing needs and programs.

Database Management

Use Meredith/*Successful Farming* magazine's technology to build a marketing database culled from your customer files and ours, to be housed on your desktop. Capabilities include linking consumers to dealers and customized selection based on a variety of data points. You will be able to manipulate the data to meet your marketing needs whether geographically, or by sales territories, acres, products – whatever your marketing needs require.

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Ag Demo Data Fields

Base Name & Address
Farm Interest Type (Owner, Operator, etc.)
Farm Size (Acres)
Irrigation Acres
Corn Acres
BT Corn Acres & Types (CRW, ECB)
RR Corn Acres
Stacked (trait) Corn Acres
No-Till Corn Acres
Minimum-Till Corn Acres
Conventional-Till Corn Acres
Soybean Acres
RR Soybean Acres
No-Till Soybean Acres
Minimum-Till Soybean Acres
Conventional-Till Soybean Acres
Wheat Acres
Hay Acres
Alfalfa Acres
Sorghum Acres
Grain Sorghum Acres
Other Crop Acres
Hog Herd Size
Sow Herd Size
Dairy Cows Milked
Rolling Herd Average
Dairy Heifers
Beef Cow Herd Size
Calves Backgrounded
Fed Cattle Herd Size
Sheep Herd Size
Tractor Brands
Truck Brands
Computer Ownership

Plus, tap into a broad range of more than 2,000 data points from Meredith's powerful 87 million consumer database.