

# Audience Extension [AgXtend]

## Be in front of your most valuable audience across the web

Farmers visit Penton's agriculture web sites and read our email newsletters daily. They also visit many other useful sites throughout the day. Why limit your messaging to farmers ONLY when they are on farm related content sites? Follow users from Penton Ag sites around the internet with your targeted messaging using our audience extension network.

### HOW IT WORKS

1)



Using **first party data**, an audience pool is developed based on producer demographics such as acreage, crop type, number of livestock, and/or geolocation.

2)



The producers within the pool are then served your ad/s across 98% of the Web. A specific producer within your target zone may see your ad up to 15x in a given month.

