

AMERICAS FARMS & RANCHES MDM

1,892,675	FARMS & RANCHES		\$75.00/M	
1,728,173	FARMS	ADD	\$10.00/M	GENDER: MOSTLY
62,566	RANCHES	ADD	\$10.00/M	MALE
724,615	OWNER/OPERATOR	ADD	\$10.00/M	
135,518	ABSENTEE OWNER	ADD	\$10.00/M	ADDRESSING:
240,239	SUBSCRIBERS	ADD	\$10.00/M	SEE SELECTIONS
635,517	MAIL ORDER BUYERS	ADD	\$10.00/M	
1,127,304	HOBBY FARMS	ADD	\$10.00/M	KEYING: 2.00/M
9,389	HORSE FARMS	ADD	\$10.00/M	

THIS UNIQUE DATABASE INCLUDES VIRTUALLY EVERY FARM AND RANCH IN AMERICA.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THESE FARMERS, RANCHERS AND AGRIBUSINESSMEN RELY ON THE TECHNOLOGY OF TODAY TO KEEP THEM INFORMED OF THE LATEST DEVELOPMENTS IN AGRIBUSINESS AND ACCOUNTING INFORMATION, WIRELESS COMMUNICATIONS, GOVERNMENT AND WEATHER RELATED ISSUES AFFECTING THEIR LIVELIHOODS AS WELL AS INSURANCE RELATED INFORMATION.

UPDATED ONLINE

THESE FARMERS AND RANCHERS ARE ALWAYS INTERESTED IN OFFERS RELATING TO VETERINARY CARE, SEED/FERTILIZERS AUTOMOTIVE AND TRACTOR SUPPLIES, MAINTENANCE EQUIPMENT, BARN AND OUTDOOR BUILDING EQUIPMENT AS WELL AS PRODUCTS PERTINENT TO THEIR RURAL FAMILY LIFESTYLES. MANY ENJOY HUNTING AND FISHING EITHER ON THEIR OWN LAND OR OTHER PARTS OF THE COUNTRY.

CROP/LIVESTOCK SELECTIONS AT \$10/M INCLUDE:

633,427	WHEAT	745,611	CORN	183,882	OATS
132,956	BARLEY	30,159	RICE	104,409	COTTON
9,342	WOOL	8,937	CANOLA	15,063	PEANUTS
571,446	SOYBEANS	23,736	SUNFLOWERS		
93,064	LIVESTOCK	51,291	DAIRY CATTLE		
247,731	SORGHUM	5,302	FLAX		

TOBACCO	VEGETABLES	PEPPERS	SQUASH
POTATOES	COFFEE	BEANS	CLOVER
POULTRY	HAY/GRASS	WATERMELON	GRAPES
GRAPES	FLOWERS	EXOTICS	ORANGES
APPLES	FORAGE	HERBS	ALFALFA
ONIONS	NUTS	LETTUCE	TREES
FRUIT	PUMPKINS	BEEF	HOGS/SOWS
HERD SIZE	CLASS 1A	SHEEP	FARM INCOME
NUMBER OF ACRES			

CONSUMER DEMOGRAPHICS AVAILABLE AT \$15/M INCLUDE:

319,156	FEMALE BUYERS	275,319	CRAFT/HOBBIES
424,840	GARDENING	575,149	OUTDOOR
214,852	COLLECTIBLES	484,021	HEALTH/FITNESS
718,054	PC OWNER	1,140,502	CREDIT CARD USERS
291,332	FISHING	325,091	HUNTING

CONTINUED ON NEXT CARD)

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320

Email: info@midwestdm.com

AMERICAS FARMS & RANCHES MDM (CONT'D)

CONSUMER DEMOGRAPHICS AVAILABLE AT \$15/M INCLUDE: (FROM PREVIOUS PAGE)

716,332	MAIL ORDER BUYERS	291,125	CATALOG BUYER
175,405	INTERNET BUYER	718,054	EMAIL
237,099	DONORS/CONTRIBUTORS		
36,962	HEALTH DONOR	17,994	POLITICAL DONOR
22,660	RELIGIOUS DONOR	111,582	ENVIRONMENT DONOR
21,498	HORSE INTEREST	188,530	BIBLE READING
81,865	SOHO	330,869	DECORATING
344,361	SPORTS	24,229	TOBACCO USE
183,469	CAT	243,760	DOG
538,185	TRAVEL	132,954	RV TRAVEL
13,526	POLITICAL LIBERAL	42,161	POLITICAL CONSERVATIVE

EDUCATION LEVEL	HOME VALUE	HOMEOWNERS
CHILDREN AGE	MARITAL STATUS	ETHNICITY
PRESENCE OF CHILDREN	LENGTH OF RESIDENCE	

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE
ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A
"WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT"
AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE
FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: 100% DIRECT MAIL RESPONDERS, DEPT. OF
AGRICULTURE, FARM SUBSIDY DATABASE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP SET UP FEE	\$50.00
CROP SELECT	\$10.00/M
LIVESTOCK SELECT	\$10.00/M
TELEPHONES	\$30.00/M
CONSUMER DEMOGRAPHICS	\$15.00/M
CD ROM/DISKETTE	\$50.00
P/S LABELS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

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USAGE

ACME ELECTRIC TOOL CRIB	GENERAL MOTORS	PENTON MEDIA
AM FAMILY INSURANCE	HABITAT HUMANITY	PRISM BUSINESS
ARGOSY UNIVERSITY	HOBBY FARM LIFESTYLES	PROGRESSIVE FARMER
C&H DISTRIBUTORS	JE KERR TIMBER CO.	QC SUPPLY
CAL FARLEY'S BOYS RANCH	KEMNER-IOTT AGENCY	RANCHES, THE
DIRECT MRKTG SOLUTIONS	LIBERTY COMM.	SPALDING LABS
DIRMARK RESEARCH, INC.	MEREDITH CORP.	TX ANIMAL HEALTH
DIVINE WORD MINISTRIES	MIKE JOHANN'S U.S. SENATE	UNITED HEALTHCARE
EARTHLINK	MOOSE RIVER MEDIA	VALLEY VET SUPPLY
ESCALON LIVESTOCK MKT	NASCO FARM & RANCH	VANCE PUBLISHING
EXCEL	NAT'L RIFLE ASSOC.	VIATRACE

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