

AMERICAS FARMS & RANCHES MDM

1,992,203	FARMS & RANCHES		\$75.00/M	
1,868,411	FARMS	ADD	\$10.00/M	GENDER: MOSTLY
67,641	RANCHES	ADD	\$10.00/M	MALE
783,415	OWNER/OPERATOR	ADD	\$10.00/M	
146,513	ABSENTEE OWNER	ADD	\$10.00/M	ADDRESSING:
259,732	SUBSCRIBERS	ADD	\$10.00/M	SEE SELECTIONS
687,087	MAIL ORDER BUYERS	ADD	\$10.00/M	
1,779,912	HOBBY FARMS	ADD	\$10.00/M	KEYING: 2.00/M
10,151	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:

623,787	WHEAT	737,297	CORN	181,201	OATS
130,978	BARLEY	29,797	RICE	102,796	COTTON
8,799	WOOL	8,623	CANOLA	14,799	PEANUTS
568,237	SOYBEANS	21,689	SUNFLOWERS		
91,197	LIVESTOCK	50,799	DAIRY CATTLE		
242,623	SORGHUM	4,988	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		
SHEEP					

FARM INCOME CLASS 1A NUMBER OF ACRES HERD SIZE
CERTIFIED ORGANIC

CONSUMER DEMOGRAPHICS AVAILABLE AT \$15/M INCLUDE:

317,268	FEMALE BUYERS	273,299	CRAFT/HOBBIES
421,711	GARDENING	573,976	OUTDOOR
212,379	COLLECTIBLES	481,001	HEALTH/FITNESS
715,017	PC OWNER	1,399,471	CREDIT CARD USERS
289,899	FISHING	321,081	HUNTING

(CONTINUED ON NEXT CARD)

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)

714,977 MAIL ORDER BUYERS
 235,073 DONORS/CONTRIBUTORS
 35,172 HEALTH DONOR 16,032 POLITICAL DONOR
 21,507 RELIGIOUS DONOR 110,527 ENVIRONMENT DONOR
 173,297 INTERNET BUYER 287,063 CATALOG BUYER
 20,787 HORSE INTEREST 186,092 BIBLE READING
 80,971 SOHO 329,467 DECORATING
 343,273 SPORTS 716,273 EMAIL
 179,468 CAT 241,797 DOG
 23,972 TOBACCO USE 536,079 TRAVEL
 130,762 RV TRAVEL
 41,769 POLITICAL CONSERVATIVE
 31,972 POLITICAL LIBERAL
 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
CROP SELECT	\$10.00/M
LIVESTOCK SELECT	\$10.00/M
TELEPHONES	\$30.00/M
CONSUMER DEMOGRAPHICS	\$15.00/M
P/S LABELS	\$30.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM/DISKETTE	\$50.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

USAGE

ACME ELECTRIC TOOL CRIB	GENERAL MOTORS	NAT'L RIFLE ASSOC.
AM FAMILY INSURANCE	HABITAT HUMANITY	PENTON MEDIA
ARGOSY UNIVERSITY	HOBBY FARM LIFESTYLES	PRISM BUSINESS
C&H DISTRIBUTORS	JE KERR TIMBER CO.	PROGRESSIVE FARMER
CAL FARLEY'S BOYS RANCH	KEMNER-IOTT AGENCY	QC SUPPLY

(CONTINUED ON NEXT CARD)

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AMERICAS FARMS & RANCHES MDM (CONT'D)

DIRECT MRKTG SOLUTIONS
DIRMARK RESEARCH, INC.
DIVINE WORD MINISTRIES
EARTHLINK
ESCALON LIVESTOCK MKT
EXCEL
FATHER FLANAGAN'S

LIBERTY COMM.
MD ANDERSON CANCER CENTER
MEREDITH CORP.
MIKE JOHANN'S U.S. SENATE
MOOSE RIVER MEDIA
NASCO FARM & RANCH
NAT'L FINANCIAL ALLIANCE

RANCHES, THE
SPALDING LABS
TX ANIMAL HEALTH
UNITED HEALTHCARE
VALLEY VET SUPPLY
VANCE PUBLISHING
VIATRACE

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