

AMERICAS FARMS & RANCHES MDM

2,031,877	FARMS & RANCHES		\$75.00/M	
1,855,277	FARMS	ADD	\$10.00/M	GENDER: MOSTLY
67,169	RANCHES	ADD	\$10.00/M	MALE
777,910	OWNER/OPERATOR	ADD	\$10.00/M	
145,485	ABSENTEE OWNER	ADD	\$10.00/M	ADDRESSING:
257,909	SUBSCRIBERS	ADD	\$10.00/M	SEE SELECTIONS
682,258	MAIL ORDER BUYERS	ADD	\$10.00/M	
1,210,215	HOBBY FARMS	ADD	\$10.00/M	KEYING: 2.00/M
9,980	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:

653,018	WHEAT	768,671	CORN	189,569	OATS
137,078	BARLEY	31,092	RICE	107,638	COTTON
9,631	WOOL	9,214	CANOLA	15,529	PEANUTS
589,120	SOYBEANS	24,470	SUNFLOWERS		
95,942	LIVESTOCK	52,877	DAIRY CATTLE		
255,393	SORGHUM	5,466	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:

329,027	FEMALE BUYERS	283,835	CRAFT/HOBBIES
437,980	GARDENING	592,937	OUTDOOR
221,497	COLLECTIBLES	498,991	HEALTH/FITNESS
740,262	PC OWNER	1,454,126	CREDIT CARD USERS
300,343	FISHING	335,145	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)

738,487	MAIL ORDER BUYERS	300,129	CATALOG BUYER
180,830	INTERNET BUYER	740,262	EMAIL
244,432	DONORS/CONTRIBUTORS		
38,105	HEALTH DONOR	18,551	POLITICAL DONOR
23,361	RELIGIOUS DONOR	115,033	ENVIRONMENT DONOR
22,163	HORSE INTEREST	194,361	BIBLE READING
84,397	SOHO	341,103	DECORATING
355,011	SPORTS	24,979	TOBACCO USE
189,143	CAT	251,299	DOG
554,830	TRAVEL	137,066	RV TRAVEL
13,945	POLITICAL LIBERAL	43,465	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	VIATRACE
EXCEL	NAT'L RIFLE ASSOC.	

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