

**BEEF TODAY MAGAZINE**

171,089 TOTAL SUBSCRIBERS \$80.00/M UNIT OF SALE:
 EMAIL ADDRESSES PLEASE INQUIRE \$27.00 AVERAGE

BEEF TODAY MAGAZINE SERVES BEEF PRODUCERS OF ALL SIZES. THESE SUBSCRIBERS STAY CURRENT WITH NEWS AND MARKET DEVELOPMENTS IN THE CATTLE INDUSTRY, DELIVERING THE TOOLS CATTLEMEN NEED TO MAKE PROFITABLE AND SUSTAINABLE CHOICES. GENETICS, ANIMAL HEALTH, BUSINESS PLANNING, PASTURE MANAGEMENT, WILDLIFE MANAGEMENT AND MARKET ANALYSIS ARE INCLUDED IN EVERY ISSUE TO HELP READERS MANAGE CATTLE AND LAND USAGE.

GENDER:
 CAN SELECT
 ADDRESSING:
 SEE SELECTIONS

KEYING: \$5.00/M

THESE SUBSCRIBERS ATTEND SEMINARS AND UTILIZE TECHNOLOGY AND OFFICE EQUIPMENT IN THEIR OFFICES AND BARNES. THEY MAKE DECISIONS ON NEW EQUIPMENT, MACHINERY, STORAGE FACILITIES, FEED, BREEDING EQUIPMENT AND FARM MANAGEMENT SOFTWARE TO INCREASE OUTPUT.

MINIMUM ORDER:
 5,000
 SAMPLE REQUIRED
 UPDATED MONTHLY

THESE CATTLEMEN RESIDE IN RURAL LOCATIONS, MAKING THEM DEPENDENT AND RESPONSIVE TO CATALOGS, MAIL ORDER, AND INTERNET PURCHASES. THEY ARE FAMILIES WHO PURCHASE PRODUCTS USEFUL TO RURAL LIFE AND FOR THEIR HOMES AND CHILDREN. THEY ARE INTERESTED IN OFFERS RELATED TO THEIR FARM OPERATIONS, INCLUDING VETERINARY CARE, SEED AND FERTILIZER, AUTOMOTIVE AND TRACTOR SUPPLIES, MAINTENANCE EQUIPMENT, OUTDOOR BUILDING EQUIPMENT, HAND TOOLS, FENCING, AND BARNES. THEY'RE OUTDOORSMEN WHO ENJOY HUNTING OR FISHING, WOODWORKING, AND SPORTS.

SOURCE: 100% DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
GENDER	\$10.00/M
LIVESTOCK HERD SIZE	\$15.00/M
BEEF COWS	\$15.00/M
COW/CALF	\$15.00/M
FED BEEF	\$15.00/M
STOCKER/BACKGROUND	\$15.00/M
CROPS GROWN	\$15.00/M
FARM REVENUE	\$15.00/M
FARM ACREAGE	\$15.00/M
PHONE NUMBERS	\$50.00/M
EMAIL OR FTP	\$50.00

**** USAGE ****

AGRI SUPPLY CATALOG	ENGINEERING SVCS CATALOGS	MAYO CLINIC
CAL FARLEY'S	EXAPTA NO-TILL SOLUTIONS	MERIT DIRECT DATABASE
CONSOLIDATED PLASTICS	FARM SHOW MAGAZINE	NEW LIFE INDUSTRIES
DISABLED AM VETS	GURNEY SEED & NURSERY	NORTHERN TOOL
DIVINE WORD MISS.	HOBBY FARMS MAGAZINE	VALLEY VET SUPPLY

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