

**BEEF TODAY MAGAZINE**

179,551 TOTAL SUBSCRIBERS \$80.00/M
 6 MONTH SUBSCRIBERS ADD \$10.00/M
 3 MONTH SUBSCRIBERS ADD \$15.00/M
 1 MONTH SUBSCRIBERS ADD \$20.00/M
 EMAIL ADDRESSES INQUIRE

UNIT OF SALE:
 \$27.00 AVERAGE

GENDER:
 CAN SELECT

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.

ADDRESSING:
 SEE SELECTIONS

KEYING: \$5.00/M

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

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.

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
ELECTRONIC DELIVERY	\$50.00

(CONTINUED ON NEXT CARD)

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BEEF TODAY MAGAZINE (CONT'D)

** USAGE **

NATIONAL RIFLE ASSOC.	ENGINEERING SVCS CATALOGS	MAYO CLINIC
AGRI SUPPLY CATALOG	EXAPTA NO-TILL SOLUTIONS	MERITDIRECT D/B
CAL FARLEY'S	FARM SHOW MAGAZINE	NEW LIFE INDY'S
CONSOLIDATED PLASTICS	GURNEY SEED & NURSERY	NORTHERN TOOL
DISABLED AM VETS	HOBBY FARMS MAGAZINE	VALLEY VET SUPPLY
DIVINE WORD MISSIONARIES	KIPLINGER WASH. ED	

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