

DTN SUBSCRIBERS FROM FARM JOURNAL MEDIA

45,873 12 MONTH DTN SUBSCRIBERS \$130.00/M

FARM JOURNAL MEDIA SUBSCRIBERS RELY ON DTN FOR UP-TO-THE-MINUTE WEATHER AND MARKET INFORMATION FOR THEIR FARMS AND RANCHES. DTN PROVIDES THESE SUBSCRIBERS WITH HIGHLY ADVANCED ANALYSIS AND TOOLS SO THEY CAN MAKE THE BEST BUSINESS DECISIONS FOR FARMING OPERATIONS. THESE ARE SELF REPORTED DTN SUBSCRIBERS GATHERED FROM FARM JOURNAL PUBLICATION SUBSCRIBER SURVEYS.

SUBSCRIPTION TO DTN IS A HIGH-PREMIUM SERVICE OF HUNDREDS OF DOLLARS PER YEAR. THESE SUBSCRIBERS ARE BUSINESS OWNERS WHO UTILIZE ADVANCED OFFICE EQUIPMENT AND TECHNOLOGY. THEY PURCHASE COMPUTERS, SOFTWARE, SATELLITE RECEIVERS, RADIOS, GPS NAVIGATION SYSTEMS AND SPECIALIZED AGRICULTURAL PRODUCTION EQUIPMENT. THEY ALSO REQUIRE FENCING, FARM EQUIPMENT AND IMPLEMENTS FOR CROP AND LIVESTOCK PRODUCTION, HARVEST, STORAGE AND GENERAL MAINTENANCE. THESE HARD WORKING FARMERS AND RANCHERS PURCHASE RUGGED, QUALITY APPAREL, HAND TOOLS, ANIMAL HEALTH PRODUCTS, BARNs AND STORAGE FACILITIES AND OTHER PRODUCTS RELATED TO THEIR FARM OPERATIONS.

DTN SUBSCRIBERS FROM FARM JOURNAL ARE YOUNGER READERS WHO USE THE INTERNET AT A HIGHER RATE THAN THE TRADITIONAL AGRICULTURAL DEMOGRAPHIC. THEY FARM 1000+ ACRES AND RELY ON TECHNOLOGY TO KEEP THEIR FARMS RUNNING OPTIMALLY AND PROFITABLY.

PRIMARY TRACTOR BRAND:
CASE/IH 2,623
JOHN DEERE 5,160

FARMING PRACTICES:
16,222 CONVENTIONAL TILLAGE
36,785 CONSERVATION TILLAGE

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.

SOURCE: 100% DIRECT RESPONSE

(CONTINUED ON NEXT CARD)

GENDER:
CAN SELECT
ADDRESSING:
SEE SELECTIONS
KEYING: \$5.00/M
MINIMUM ORDER:
5,000
SAMPLE REQUIRED
UPDATED MONTHLY

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com

(DTN SUBSCRIBERS CONTINUED)

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
PHONES	\$30.00/M
CROP OR LIVESTOCK	\$25.00/M
NUMBER OF ACRES	\$15.00/M
FARMING PRACTICES	\$15.00/M
CORN BRAND	\$50.00/M
TRACTOR BRAND	\$25.00/M
HERD SIZE	\$15.00/M
FARM/RANCH DEMOGRAPHICS	\$15.00/M
EMAIL OR FTP	\$50.00

CONTACT LIST MANAGER: SCOTT ROBBINS - scott@midwestdm.com