

**DAIRY TODAY MAGAZINE**

18,151 ACTIVE SUBSCRIBERS \$80.00/M
 6 MONTH SUBSCRIBERS ADD \$10.00/M
 EMAIL ADDRESSES INQUIRE

UNIT OF SALE:
 \$27.00 AVERAGE

GENDER:
 CAN SELECT

DAIRY TODAY MAGAZINE IS PUBLISHED FOR MEDIUM AND
 LARGE DAIRY OPERATIONS, FOCUSING ON TRENDS,
 PRODUCTION, MANAGEMENT, MARKETS, AND POLICIES.

ADDRESSING:
 SEE SELECTIONS

THESE SUBSCRIBERS ATTEND SEMINARS AND WORKSHOPS AND
 USE ADVANCED TECHNOLOGY AND OFFICE EQUIPMENT IN THE
 BARN AND IN THE OFFICE. THEY MAKE DECISIONS ON NEW
 EQUIPMENT, MACHINERY, STORAGE FACILITIES, FEED,
 SOPHISTICATED BREEDING EQUIPMENT AND FARM MANAGEMENT
 SOFTWARE TO INCREASE THEIR DAIRY'S OUTPUT.

KEYING: \$5.00/M

MINIMUM ORDER:
 5,000

THESE DAIRYMEN RESIDE IN RURAL AMERICA, MAKING THEM
 RELIANT ON DIRECT MAIL, CATALOGS, AND INTERNET
 PURCHASES FOR THE HOME AND DAIRY BARN. THESE FARM
 FAMILIES PURCHASE PRODUCTS USEFUL TO RURAL LIFE
 LIKE DURABLE CLOTHING, GARDENING SUPPLIES, PET CARE
 SUPPLIES, HOME DECORATING, HAND TOOLS, AND MORE.
 THE DAIRY REQUIRES ITEMS FOR VETERINARY CARE, SEED
 AND FERTILIZER, AUTOMOTIVE AND TRACTOR SUPPLIES,
 MAINTENANCE EQUIPMENT AND SUPPLIES, OUTDOOR BUILDING
 EQUIPMENT, FENCING, AND BARN.

SAMPLE REQUIRED

UPDATED MONTHLY

SOURCE: 100% DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
GENDER	\$10.00/M
DAIRY HERD SIZE	\$15.00/M
CROPS GROWN	\$15.00/M
DAIRY REVENUE	\$15.00/M
FARM ACREAGE	\$15.00/M
PHONE NUMBERS	\$50.00/M
ELECTRONIC DELIVERY	\$50.00

**** USAGE ****

AGRI SUPPLY CATALOG	ENGINEERING SVCS CATALOGS	MAYO CLINIC
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	MERITDIRECT D/B	
EXAPTA NO-TILL SOLUTIONS	NASCO FARM & RANCH	

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