

**DAIRY TODAY MAGAZINE**

23,116 ACTIVE SUBSCRIBERS \$80.00/M UNIT OF SALE:  
 EMAIL ADDRESSES PLEASE INQUIRE \$27.00 AVERAGE

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

GENDER:  
 CAN SELECT

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.

ADDRESSING:  
 SEE SELECTIONS

KEYING: \$5.00/M

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 BARNS.

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

UPDATED MONTHLY

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

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
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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