

FARM JOURNAL MEDIA AGRICULTURAL MASTERFILE

FORMERLY FARMMAIL AND FARM REACH

1,478,982	FARMERS & RANCHERS	\$80.00/M
	EMAIL ADDRESSES	PLEASE INQUIRE
23,765	CROP INSURANCE SALESMEN	ADD \$50.00/M
	AGRIBUSINESSES	PLEASE INQUIRE

GENDER:
CAN SELECT

FARMMAIL AND FARM REACH ARE FARM JOURNAL MEDIA'S COMPREHENSIVE UNIVERSE OF FARMERS AND RANCHERS WHO THE MAJORITY OF CROPS IN THE UNITED STATES. INCLUDED ARE ROW CROPS, HAY, CATTLE, DAIRY AND HOGS. THESE ARE OWNERS, OPERATORS, MANAGERS AND VETERINARIANS. ALL OF THE CROP DATA, HERD SIZE AND INTERESTS ARE SELF REPORTED BY THE PRODUCERS.

ADDRESSING:
SEE SELECTIONS

KEYING: \$5.00/M

REACH DECISION MAKERS FOR LARGE COMMERCIAL FARMING OPERATIONS AND THE HARDWORKING INDIVIDUAL FAMILY FARMER. THEY PRODUCE MORE THAN 250 CROP TYPES, AND PRODUCE THE WORLD'S BEEF, DAIRY, AND PORK.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

FARMMAIL AND FARM REACH FARMERS USE ADVANCED TECHNOLOGY AND OFFICE EQUIPMENT TO TRACK AND FORECAST THEIR FARM'S FINANCES INCLUDING COMPUTERS, SOFTWARE, WIRELESS TECHNOLOGY AND MORE. THEY ARE RESPONSIBLE FOR THE PURCHASE OF NEW FARM EQUIPMENT, MACHINERY, STORAGE, FEED, SEED, FERTILIZER, HERBICIDE, SPECIALIZED BREEDING EQUIPMENT, SEMINARS, WORKSHOPS, AND PUBLICATIONS.

RURAL LIVING MAKES THEM IDEAL RESPONDERS TO DIRECT MAIL, CATALOGS, AND ONLINE OFFERS. THEY PURCHASE FOR THEIR FARM BUSINESS, BUT ALSO FOR THEIR HOME AND FAMILY THROUGH THESE CHANNELS, REQUIRING WORK CLOTHING, SHOP TOOLS, FARM EQUIPMENT, PET AND VETERINARY SUPPLIES, BARN EQUIPMENT, HOME AND GARDEN SUPPLIES, BOOKS, MAGAZINES, AND VIDEOS/DVD'S. THESE FAMILIES ALSO RESPOND TO OFFERS FOR CHILDREN'S AND WOMEN'S APPAREL, TOYS, CRAFTS, AND HOBBY INTERESTS.

CROP SELECTIONS AVAILABLE INCLUDE:

CORN	SOYBEANS	CLOVER
WHEAT	COTTON	CRP
ALFALFA	BARLEY	HAY BY TYPE
CANOLA	FRUITS & NUTS	MIXED FORAGE
OATS	POTATOES	TIMBER
RICE	SORGHUM	WILDLIFE PROGRAMS
SUGAR BEETS	SUNFLOWERS	
VEGETABLES	DRY BEANS	
PEANUTS	RYE	
TOBACCO		

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