

FARM JOURNAL MEDIA AGRICULTURAL MASTERFILE

FORMERLY FARMMAIL AND FARM REACH

1,219,644	FARMERS & RANCHERS		\$80.00/M
	EMAIL ADDRESSES		PLEASE INQUIRE
22,016	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	TOBACCO
VEGETABLES	DRY BEANS	Inquire about other CROPS
PEANUTS	RYE	

(CONTINUED ON NEXT PAGE)

(FARM JOURNAL MEDIA AGRICULTURAL MASTERFILE CONTINUED)

LIVESTOCK SELECTIONS INCLUDE:

BEEF COWS
COW/CALF
DAIRY COWS (HEIFERS/MILKING)
FED BEEF (FEEDER/FEED LOTS/FINISHERS)
STOCKER CATTLE (BACKGROUNDERS)
MARKET HOGS
SOWS

DECISION MAKER SELECTIONS INCLUDE:

HERDSMAN MANAGE/NOT OWN
OWN/OPERATE OWNER/DO NOT OPERATE
PROFESSIONAL OPERATOR PARTNER
PRESIDENT/VP SUPERVISOR/FOREMAN

PREMIUM SELECTIONS:

VETS EQUIPMENT DEALERS
NUTRITIONISTS DTN SUBSCRIBERS
ANIMAL HEALTH EAR TAGS
GPS OWNERSHIP VACCINE TYPE
FUTURES & OPTIONS WORMER TYPE
FARMERS WHO IRRIGATE FLEET OWNER
INTERNET ANNUAL SALES
PC OWNERS TILLAGE TYPE

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, INCOME	\$10.00/M
GENDER	\$10.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
CROPS GROWN	\$15.00/M
ACREAGE	\$15.00/M
LIVESTOCK	\$15.00/M
HERD SIZE	\$15.00/M
GROSS FARM REVENUE	\$15.00/M
DECISION MAKER	\$5.00/M
PREMIUM SELECTIONS	\$30.00/M
TELEPHONES	\$50.00/M
FTP OR EMAIL	\$50.00

** USAGE **

AGRI SUPPLY CATALOG	ENGINEERING SVCS CATALOGS	MAYO CLINIC
CAL FARLEY'S	EXAPTA NO-TILL SOLUTIONS	HOBBY FARMS MAGAZINE
DISABLED AMERICAN VETS	FEEDSTUFFS MAGAZINE	MERITDIRECT D/B
DIVINE WORD MISSIONARIES	GURNEY SEED & NURSERY	NORTHERN TOOL
EFG WORLDWIDE	HARRIS PUBLISHING	VALLEY VET SUPPLY

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