

## FARM HOME COLLECTION

33,265 12 MONTH PRODUCT BUYERS \$80.00/M UNIT OF SALE:  
\$23.00 AVERAGE

THE FARM HOME COLLECTION IS MEREDITH CORPORATIONS  
ONLINE COUNTRY STORE. PRODUCTS FROM THE FARM HOME  
COLLECTION RANGE FROM COUNTRY KITCHEN ITEMS TO  
APPAREL, AS WELL AS TRACTOR THEMED MERCHANDISE AND  
COLLECTIBLES. THESE BUYERS ALSO PURCHASE BOOKS,  
GAMES, HOME AND GARDEN ITEMS, KIDS ITEMS AND TOOLS.

GENDER: 85% FEMALE  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

THESE BUYERS PURCHASE UNIQUE DECOR AND FUNCTIONAL  
ITEMS RELATED TO RURAL COUNTRY LIVING. THE SALE  
BARN OFFERS DISCOUNTED AND CLOSEOUT ITEMS FROM THE  
FARM HOME COLLECTION INCLUDING ORGANIZATIONAL TOOLS  
SUCH AS CALENDARS, BIBLE STUDY NOTEBOOKS AND RECIPE  
COLLECTIONS/ORGANIZERS.

KEYING: \$4.50/M

MINIMUM ORDER:  
5,000

MANY OF THESE BUYERS PURCHASE LOGO'D ITEMS FROM  
COMPANIES SUCH AS; SUCCESSFUL FARMING, LIVING THE  
COUNTRY LIFE, AGELESS IRON, JOHN DEERE, FARMALL,  
INTERNATIONAL HARVESTER, ALLIS CHALMERS AND  
OLIVER.

SAMPLE REQUIRED

UPDATED MONTHLY

THE AVERAGE INCOME RANGE IS \$75,000 TO \$99,000 WITH  
AN AVERAGE AGE RANGE OF 45-54.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR  
RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.  
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 CHARGE.

SOURCE: ONLINE COUNTRY STORE BUYERS

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
GENDER	\$10.00/M
P/S LABELS	\$15.00/M
CD ROM	\$25.00
DISKETTE	\$25.00
EMAIL OR FTP TRANSFER	\$50.00
TAPE CONVERSION	\$25.00

\*\* USAGE \*\*

HEARST MAGAZINES  
OGDEN PUBLICATIONS

QC SUPPLY  
REIMAN PUBLICATION

TERRY'S VILLAGE

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