

FARM HOME COLLECTION

35,712 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

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com

Midwest Direct Marketing, Inc.
501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com