

FARM JOURNAL BEEF PRODUCERS

146,518 ACTIVE SUBSCRIBERS/PRODUCERS \$80.00/M UNIT OF SALE:
 EMAIL ADDRESSES PLEASE INQUIRE \$27.00 AVERAGE

FARM JOURNAL MAGAZINE BEEF PRODUCERS ARE OWNERS AND OPERATORS, HERD MANAGERS, CATTLE FEEDERS, VETERINARIANS, AND DECISION MAKERS FOR BEEF AND STOCKYARD INDUSTRIES. THESE OPERATORS ARE THE KEY DECISION MAKERS WHO PURCHASE EQUIPMENT, PRODUCTS, SUPPLIES, AND SERVICES FOR THEIR BEEF OPERATIONS.

GENDER:
CAN SELECT

ADDRESSING:
SEE SELECTIONS

THESE BUSINESS OWNERS ATTEND SEMINARS AND WORKSHOPS AND UTILIZE ADVANCED TECHNOLOGY AND OFFICE EQUIPMENT. THEY MAKE DECISIONS ON NEW EQUIPMENT, MACHINERY, CATTLE BREEDING EQUIPMENT, FARM MANAGEMENT SOFTWARE, STORAGE AND FEED TO INCREASE PRODUCTION.

KEYING: \$5.00/M

MINIMUM ORDER:
5,000

BECAUSE OF THEIR RURAL LOCATIONS, SUBSCRIBERS RELY ON MAIL ORDER AND INTERNET PURCHASES FOR HOME, OFFICE, AND RANCH. THESE HIGHLY RESPONSIVE SUBSCRIBERS REPLY TO OFFERS FOR DURABLE WORK CLOTHING, SHOP TOOLS, FARM EQUIPMENT, PET SUPPLIES, BARN EQUIPMENT, HOME AND GARDEN SUPPLIES, FINANCIAL AND INSURANCE OFFERS, AND BOOKS AND VIDEOS.

SAMPLE REQUIRED

UPDATED MONTHLY

BEEF COW = 155,677
 COW/CALF = 130,190
 FED BEEF = 57,828
 STOCKERS = 71,621

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
GENDER	\$10.00/M
HERD SIZE	\$15.00/M
TELEPHONES	\$50.00/M
EMAIL OR FTP	\$50.00

** USAGE **

AGRI SUPPLY CATALOG	ENGINEERING SVCS CATALOGS	MAYO CLINIC
CAL FARLEY'S	FARM SHOW MAGAZINE	NEW LIFE INDY'S
CONSOLIDATED PLASTICS	GALETON GLOVES & SAFETY	NORTHERN TOOL
DISABLED AMERICAN VETS	GUREY SEED & NURSERY	VALLEY VET SUPPLY
DIVINE WORD MISSIONARIES	HOBBY FARMS MAGAZINE	
EXAPTA NO-TILL SOLUTIONS	MERITDIRECT D/B	

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