

**FARM JOURNAL BEEF PRODUCERS**

164,209	ACTIVE SUBSCRIBERS/PRODUCERS	\$80.00/M	UNIT OF SALE:
	6 MONTH SUBSCRIBERS	ADD \$10.00/M	\$27.00 AVERAGE
	3 MONTH SUBSCRIBERS	ADD \$15.00/M	
	1 MONTH SUBSCRIBERS	ADD \$20.00/M	GENDER:
	EMAIL ADDRESSES	INQUIRE	CAN SELECT

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.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$5.00/M

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.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

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.

BEEF COW = 155,283  
COW/CALF = 135,271  
FED BEEF = 60,090  
STOCKERS = 74,417

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
ELECTRONIC DELIVERY	\$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
DISABELED 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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