

**FARM JOURNAL COOKING ENTHUSIASTS**

55,997 12 MONTH COOKING ENTHUSIASTS \$90.00/M

GENDER:  
CAN SELECT

FARM JOURNAL COOKING ENTHUSIASTS ARE TRUE HOME CHEFS THEY ENJOY PREPARING, COOKING, SERVING, AND EATING THE FINEST FOODS AND EASY FAMILY MEALS. THESE ENTHUSIASTS ENJOY NEW TECHNIQUES, RECIPES, KITCHEN GADGETS AND SMALL KITCHEN APPLIANCES. PRESENTATION TAKES CENTER STAGE WITH UNIQUE DISHES, FINE DINING WARE, SERVING WARE, AND TABLE DRESSINGS. THEY PURCHASE SPECIALTY FOODS THROUGH THE MAIL AND THE INTERNET SUCH AS SPICES, HERBS, COFFEES, MEATS, CONFECTIONS AND CANDIES. THEY SUBSCRIBE TO ONE OR MORE CULINARY MAGAZINES AND PURCHASE NUMEROUS COOKBOOKS.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$5.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

THESE HOME CHEFS RESIDE IN PREDOMINANTLY RURAL AREAS, MAKING THEM DEPENDENT ON CATALOGS AND INTERNET BUYING TO ACQUIRE THE SPECIALTY INGREDIENTS AND LATEST KITCHEN APPLIANCES AND GADGETS THEY SEEK. THESE ENTHUSIASTS LOVE TO ENTERTAIN, AND MAINTAINING A STYLISH HOME IS IMPORTANT, MAKING THEM RESPONSIVE TO HOME DECORATING AND ORGANIZING OFFERS. FAMILY LIFE IS SIGNIFICANT TO THESE HOME CHEFS, AND THEY PURCHASE CHILDREN'S APPAREL, GIFTS AND TOYS. THEIR RURAL LIFE ALSO LENDS THEM TO PURCHASE GARDEN SUPPLIES FOR A KITCHEN GARDEN OR VEGETABLE GARDEN, OR FOR FLOWER GARDENS.

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 MAIL

SELECTIONS: STATE, SCF, ZIP	\$10.00/M
AGE	\$10.00/M
GENDER	\$10.00/M
EMAIL OR FTP	\$50.00

\*\* USAGE \*\*

AGRI SUPPLY CATALOG	ENGINEERING SVCS CATALOGS	MAYO CLINIC
CAL FARLEY'S	EXAPTA NO-TILL SOLUTIONS	MERIT DIRECT DATABASE
CONSOLIDATED PLASTICS	FARM SHOW MAGAZINE	NEW LIFE INDUSTRIES
DISABLED AM VETS	GURNEY SEED & NURSERY	NORTHERN TOOL
DIVINE WORD MISS.	HOBBY FARMS MAGAZINE	VALLEY VET SUPPLY

CONTACT LIST MANAGER: SCOTT ROBBINS - [scott@midwestdm.com](mailto: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](mailto:info@midwestdm.com)