

FARM JOURNAL ENHANCED MASTERFILE

427,152	ACTIVE SUBSCRIBERS		\$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

THE FARM JOURNAL ENHANCED MASTERFILE INCLUDES SUBSCRIBERS TO FARM JOURNAL MAGAZINE, BEEF TODAY MAGAZINE, DAIRY TODAY MAGAZINE, AND TOP PRODUCER MAGAZINE. THESE SUBSCRIBERS ARE UNDUPLICATED AND ENHANCED WITH CONSUMER DATA TO CREATE A POWERFUL SOURCE OF AGRICULTURAL AND CONSUMER INFORMATION.

ADDRESSING:
SEE SELECTIONS

KEYING: \$5.00/M

THESE AGRIBUSINESS MEN AND WOMEN RELY ON TECHNOLOGY TO KEEP THEM INFORMED OF THE LATEST DEVELOPMENTS IN THEIR INDUSTRY. THEY USE COMPUTERS, SOFTWARE, SATELLITE RECEIVERS, RADIOS, AND SPECIALIZED PRODUCTION EQUIPMENT TO INCREASE YIELD.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

THEY ARE ALWAYS INTERESTED IN OFFERS RELATING TO VETERINARY CARE, SEED AND FERTILIZER, AUTOMOTIVE AND TRACTOR SUPPLIES, MAINTENANCE EQUIPMENT, FARM IMPLEMENTS, BARNs, FENCING, OUTDOOR BUILDING EQUIPMENT AND PRODUCTS USEFUL FOR THEIR RURAL FAMILY LIVES.

INTEREST SELECTIONS INCLUDE:

31,842	ANTIQUES & COLLECTIBLES
42,101	NASCAR
303,086	BOOK BUYERS
156,196	FEMALE MERCHANDISE BUYERS
39,629	GARDEN PRODUCTS BUYERS
143,088	GENERAL MERCHANDISE BUYERS
49,290	MALE MERCHANDISE BUYERS
272,158	ODDS & ENDS BUYERS
13,567	UPSCALE MERCHANDISE BUYERS
217,916	BIBLE/DEVOTIONAL
192,991	HUNTING/SHOOTING
295,221	DOGS
89,058	CATS

MAGAZINE SUBSCRIBERS INCLUDE:

52,392	CULINARY	140,969	FAMILY ORIENTED
119,617	DO-IT-YOURSELF	108,369	GARDENING
222,212	HEALTH/FITNESS	37,348	MALE SPORTS
108,302	OPPORTUNITY SEEKERS	108,086	NEWS/FINANCIAL

(CONTINUED ON NEXT CARD)

Midwest Direct Marketing, Inc.

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FARM JOURNAL ENHANCED MASTERFILE (CONT'D)

DONOR SELECTIONS INCLUDE:

159,029 HEALTH CAUSE	70,484 POLITICAL GENERAL
43,160 RELIGIOUS	49,043 ENVIRONMENTAL
135,270 DEMOCRATIC	173,241 REPUBLICAN
99,188 CHARITABLE	105,274 VETERANS

150,494 PRESENCE OF CHILDREN
32,364 CHILDREN AGE 0-3
34,125 CHILDREN AGE 4-7
63,792 CHILDREN AGE 8-12
77,921 CHILDREN AGE 13-18

SOURCE: 100% DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
AGE	\$10.00/M
GENDER	\$10.00/M
INCOME	\$10.00/M
HOME OWNERSHIP	\$10.00/M
PRESENCE OF CHILDREN	\$15.00/M
AGE RANGE OF CHILDREN	\$15.00/M
CROP OR LIVESTOCK	\$15.00/M
INTEREST	\$15.00/M
MAGAZINE SUBSCRIBERS	\$15.00/M
DONOR/CONTRIBUTOR	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

ACRES USA

DISABLED AM VETERANS

HEARTLAND VET SUPP

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