

**FARM JOURNAL FAMILIES WITH CHILDREN**

156,465	FAMILIES WITH CHILDREN	\$90.00/M	
33,647	CHILD'S AGE 0-3	\$90.00/M	
35,477	CHILD'S AGE 4-7	\$90.00/M	
66,322	CHILD'S AGE 8-12	\$90.00/M	GENDER:
81,011	CHILD'S AGE 13-18	\$90.00/M	CAN SELECT

THESE FAMILIES HAVE BUSY LIVES WITH GROWING CHILDREN. THEY ARE ACTIVE MAIL ORDER RESPONDERS FOR ALL THE THINGS FAMILIES NEED: CLOTHES, TOYS, GAMES, MAGAZINES, FURNITURE, EDUCATION, SPORTING GOODS, AND MORE TO ENCOURAGE THEIR CHILDREN'S INTERESTS AND DEVELOPMENTAL NEEDS.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$5.00/M

MINIMUM ORDER:  
5,000

THE RURAL LOCALES OF THESE FARM JOURNAL FAMILIES MAKES THEM PRIME SHOP-AT-HOME TARGETS FOR CATALOGS AND INTERNET SHOPPING. THEY ENJOY THE CONVENIENCE AND TIME SAVINGS THAT DIRECT MAIL OFFERS. THEY ALSO REQUIRE ALL OF THE THINGS THAT LIVING IN THE COUNTRY REQUIRES, FROM PET SUPPLIES TO GARDENING SUPPLIES.

SAMPLE REQUIRED

UPDATED MONTHLY

MANY OF THESE WOMEN ARE DIRECTLY INVOLVED WITH DAY-TO-DAY OPERATIONS OF THE FAMILY FARM AND RANCH. THEY ARE BUSINESS MINDED AND MAKE MOST OF THE HOUSEHOLD PURCHASING DECISIONS FOR THE FAMILY INCLUDING EDUCATION, INSURANCE, MEDICAL, RELIGIOUS, CHARITY AND FINANCIAL PRODUCTS.

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, INCOME	\$10.00/M
GENDER	\$10.00/M
DEMOGRAPHICS	\$30.00/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)