

FARM JOURNAL FARM SHOW ATTENDEES

74,888 AGRICULTURAL EVENT ATTENDEES \$120.00/M UNIT OF SALE:
\$285.00 AVERAGE

FARM JOURNAL MEDIA SUPPORTS AND SPONSORS NATIONWIDE AGRICULTURAL CONFERENCES, SHOWS, AND SEMINARS. ATTENDEES ARE AGRIBUSINESS LEADERS AND INNOVATORS WHO MAKE IMPORTANT DECISIONS FOR THEIR FARMS, RANCHES, AND DAIRIES. THEY HAVE ATTENDED THE FOLLOWING SHOWS: CROP TOUR, TOP PRODUCER SEMINARS, DAIRY ELITE AND/OR CORN COLLEGE.

GENDER:
CAN SELECT

ADDRESSING:
SEE SELECTIONS

THESE ATTENDEES ARE INTERESTED IN MAKING SUSTAINABLE AND PROFITABLE CHOICES FOR MANAGING THEIR FARMS, HERDS AND LAND RESOURCES. TOPICS INCLUDE MARKET FORECASTING, COMMODITY MARKETS, THE WORLD ECONOMY, FARM POLICY, LAND PRICES, PRECISION FARMING, FARM AND OUTPUT MARKETING, AND MORE.

KEYING: \$5.00/M

MINIMUM ORDER:
5,000

FARM JOURNAL FARM SHOW ATTENDEES UTILIZE ADVANCED TECHNOLOGY FOR THEIR FARMS AND HOME OFFICES. THEY MAKE DECISIONS ON NEW EQUIPMENT, MACHINERY, STORAGE FACILITIES, SEED AND FERTILIZER TO MAXIMIZE THEIR FARM'S OUTPUT.

SAMPLE REQUIRED
UPDATED MONTHLY

RURAL LOCATIONS MAKE THESE FARMERS RELIANT ON DIRECT MAIL, CATALOGS, AND INTERNET PURCHASES FOR THE GOODS AND SERVICES NEEDED TO KEEP THE FARM RUNNING OPTIMALLY. THEY PURCHASE DURABLE WORK CLOTHING, SHOP TOOLS, FARM EQUIPMENT, PET AND VETERINARY SUPPLIES, BARN EQUIPMENT, HOME AND GARDEN SUPPLIES, FENCING, AND MAINTENANCE EQUIPMENT. THEY REQUIRE ITEMS FOR LEISURE AS WELL, INCLUDING SPORTING GOODS AND BOOKS, MOVIES AND MAGAZINES.

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
HOTLINE	\$15.00/M
CROPS GROWN	\$15.00/M
ACREAGE	\$15.00/M
LIVESTOCK	\$15.00/M
REVENUE	\$15.00/M
TELEPHONES	\$50.00/M
EMAIL OR FTP	\$50.00

Midwest Direct Marketing, Inc.

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** 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

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