

**FARM JOURNAL GARDENERS**

39,600 12 MO. GARDEN PRODUCT BUYERS \$90.00/M  
 108,295 12 MO. GARDENING MAGAZINE  
 SUBSCRIBERS \$90.00/M

FARM JOURNAL GARDENERS ARE MOSTLY RURAL RESIDENTS WHO HAVE A GREEN THUMB OR WANT TO LEARN HOW TO HAVE A GREENER THUMB. THESE PROSPECTS HAVE A PROVEN INTEREST IN FLOWER GARDENING, VEGETABLE GARDENING AND LANDSCAPING. THEY SPEND THEIR FREE TIME AND DISCRETIONARY INCOME ON THEIR GARDENING PASSION.

FARM JOURNAL GARDENERS LIVE IN RURAL AREAS, MAKING IT NECESSARY TO PURCHASE FROM CATALOGS AND INTERNET SITES. THEY BUY BARE ROOT AND CONTAINER PLANTS, SEEDS, BULBS, FERTILIZER, HAND TOOLS, LANDSCAPING SUPPLIES, APPAREL, AND GARDENING GADGETS. THEY ALSO REQUIRE HERBICIDES AND PRODUCTS TO REPEL THE WILDLIFE THAT LIKES TO NIBBLE ON RURAL GARDENS. THEY ARE ALSO INTERESTED IN OFFERS FOR GARDEN SUPPLIES, GREENHOUSE PLANS, COLD FRAMES AND OTHER ITEMS TO HELP EXTEND THEIR GROWING SEASON. THESE GARDENERS ALSO PURCHASE KITCHEN APPLIANCES AND CANNING SUPPLIES TO BE ABLE TO ENJOY THE FRUITS OF THEIR LABORS YEAR AROUND.

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 \$10.00/M  
 AGE, INCOME \$10.00/M  
 GENDER \$10.00/M  
 DEMOGRAPHICS \$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

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