

FARM JOURNAL GARDENERS

40,159 12 MO. GARDEN PRODUCT BUYERS \$90.00/M
 110,041 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
AUGUST HOME PUBLISHING	EXAPTA NO-TILL SOLUTIONS	NEW LIFE INDY'S
CAL FARELY'S	FARM SHOW MAGAZINE	NORTHERN TOOL
CONSOLIDATED PLASTICS	GURNEY SEED & NURSERY	VALLEY VET SUPPLY
DISABLED AM VETS	HOBBY FARMS MAGAZINE	
DIVINE WORD MISSIONARIES	MERITDIRECT D/B	

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