

FARM JOURNAL HEALTH & FITNESS

213,164 12 MO. HEALTH & FITNESS \$90.00/M
ENTHUSIASTS

THESE ACTIVE FARM JOURNAL MEDIA SUBSCRIBERS HAVE AN INTEREST IN HEALTH, NUTRITION, FITNESS, AND LIVING AN ACTIVE LIFESTYLE. THEY PURCHASE AND PREPARE HEALTHY MEALS FOR THEIR FAMILIES, AND OFTEN USE NUTRITIONAL SUPPLEMENTS FOR OPTIMUM HEALTH. THEY ALSO FOLLOW FITNESS PLANS AT HOME OR THE GYM.

GENDER:
CAN SELECT

ADDRESSING:
SEE SELECTIONS

DUE TO THEIR RURAL LOCALES, MANY USE WORKOUT VIDEOS AND DVD'S IN THEIR OWN HOME GYMS. THIS RURAL LIFESTYLE ALSO ALLOWS THEM SAFE PARTICIPATION IN BICYCLING, WALKING, JOGGING AND RUNNING. THEY'RE SUBSCRIBERS TO ONE OR MORE FITNESS MAGAZINES AND HAVE AN INTEREST IN THE NEWEST TRENDS IN HEALTH AND EXERCISE AND ARE EAGER DIRECT MAIL RESPONDERS. THESE HEALTHY CONSUMERS REQUIRE WORKOUT APPAREL, ATHLETIC SHOES AND EXERCISE EQUIPMENT.

KEYING: \$5.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

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	\$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

CONTACT LIST MANAGER: SCOTT ROBBINS - 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