

**FARM JOURNAL MAGAZINE**

396,328	ACTIVE SUBSCRIBERS	\$80.00/M	UNIT OF SALE:
53,213	DTN SUBSCRIBERS	ADD \$50.00/M	\$27.00 AVERAGE
	FUNDRAISER RATE	\$70.00/M	
	EMAIL ADDRESSES	PLEASE INQUIRE	

GENDER:

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KEYING: \$5.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

THE FLAGSHIP OF FARM JOURNAL MEDIA, FARM JOURNAL MAGAZINE EMPHASIZES AGRICULTURAL PRODUCTION, TECHNOLOGY AND POLICY. FOR MORE THAN 125 YEARS, FJM HAS PROVIDED FARM DECISION-MAKERS THE BEST INFORMATION AND ANALYSIS ON PRACTICAL METHODS TO IMPROVE AND PROTECT THE PROFITABILITY OF PRODUCTION AGRICULTURE.

SINCE THE 1960s FARM JOURNAL HAS BEEN COLLECTING DATA ABOUT SPECIFIC CROPS AND LIVESTOCK ITS READERS PRODUCE. THIS POWERFUL DATA PINPOINTS AGRICULTURAL SELECTIONS AND MORE.

THESE SUBSCRIBERS ARE BUSINESS OWNERS WHO UTILIZE ADVANCED OFFICE EQUIPMENT AND TECHNOLOGY. THEY PURCHASE COMPUTERS, SOFTWARE, SATELLITE RECEIVERS, RADIOS, GPS NAVIGATION SYSTEMS, AND SPECIALIZED AGRICULTURAL PRODUCTION EQUIPMENT. THEY ALSO REQUIRE FENCING, FARM EQUIPMENT AND IMPLEMENTS FOR PRODUCTION, HARVEST, STORAGE AND GENERAL MAINTENANCE.

FARM JOURNAL SUBSCRIBERS RESIDE IN RURAL AREAS AND DEPEND ON MAIL ORDER AND INTERNET PURCHASES FOR THEIR HOME, GARDEN, BARN, AND SHOP NEEDS SUCH AS HOME DECORATING, KITCHEN SUPPLIES, SEEDS AND PLANTS, GARDENING TOOLS, SHOP EQUIPMENT, HAND TOOLS, PET AND VETERINARY SUPPLIES, DURABLE WORK CLOTHING, AND LEISURE APPAREL.

CROP SELECTIONS INCLUDE:

CORN	SOYBEANS
WHEAT	COTTON
BARLEY	CANOLA
FRUITS & NUTS	OATS
POTATOES	RICE
SORGHUM	SUGAR BEETS
SUNFLOWERS	VEGETABLES
DRY BEANS	PEANUTS
RYE	TOBACCO

LIVESTOCK SELECTIONS INCLUDE:

BEEF COWS (COW/CALF)
DAIRY COWS (HEIFER/MILKING)
FED BEEF (FEEDER/FEED LOTS/FINISHERS)
STOCKER CATTLE (BACKGROUNDED)
MARKET HOGS
SOWS
(CONTINUED ON NEXT CARD)

Midwest Direct Marketing, Inc.

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(FARM JOURNAL MAGAZINE CONTINUED)

PREMIUM SELECTIONS:

SEED BRANDS TRACTOR BRANDS
TILLAGE TYPE CRP
EAR TAGS VACCINE TYPE
GPS USER PC & INTERNET USER

SOURCE: 100% DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
GENDER	\$10.00/M
INCOME	\$10.00/M
FARM REVENUE	\$15.00/M
CROPS GROWN	\$15.00/M
ACREAGE	\$15.00/M
LIVESTOCK	\$15.00/M
PREMIUM SELECTIONS	\$30.00/M
PHONES	\$50.00/M
EMAIL OR FTP	\$50.00

** USAGE **

AGRI SUPPLY CATALOG	ENGINEERING SVCS CATALOGS	MAYO CLINIC
CAL FARLEY'S	FARM SHOW MAGAZINE	NEW LIFE INDY'S
CONSOLIDATED PLASTICS	GURNEY SEED & NURSERY	NORTHERN TOOL
DISABLED AMERICAN VETS	HOBBY FARMS MAGAZINE	PIKE & FISCHER
DIVINE WORD MISSIONARIES	MERITDIRECT D/B	VALLEY VET SUPPLY
EXAPTA NO-TILL SOLUTIONS	NATIONAL RIFLE ASSOC.	

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