

**FARM JOURNAL MAGAZINE**

309,049	ACTIVE SUBSCRIBERS		\$80.00/M	UNIT OF SALE:
45,186	DTN SUBSCRIBERS	ADD	\$50.00/M	\$27.00 AVERAGE
	6 MONTH SUBSCRIBERS	ADD	\$10.00/M	
	3 MONTH SUBSCRIBERS	ADD	\$15.00/M	GENDER:
	1 MONTH SUBSCRIBERS	ADD	\$20.00/M	CAN SELECT
	FUNDRAISER RATE		\$70.00/M	
	EMAIL ADDRESSES	INQUIRE		ADDRESSING:
				SEE SELECTIONS

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.

KEYING: \$5.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

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.

UPDATED MONTHLY

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

(CONTINUED ON NEXT CARD)

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com

FARM JOURNAL MAGAZINE (CONT'D)

LIVESTOCK SELECTIONS INCLUDE:

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

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
ELECTRONIC DELIVERY	\$50.00

** USAGE **

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

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