

FARM JOURNAL MAIL ORDER BUYERS

461,057	12 MONTH MAIL ORDER BUYERS		\$80.00/M	
347,486	12 MO BOOK BUYERS	ADD	\$10.00/M	
87,343	12 MO CRAFT/HOBBY	ADD	\$10.00/M	
178,913	12 MO FEMALE MERCHANDISE	ADD	\$10.00/M	GENDER:
173,421	12 MO GARDENING	ADD	\$10.00/M	CAN SELECT
163,901	12 MO GEN. MERCHANDISE	ADD	\$10.00/M	
133,556	12 MO GIFTS	ADD	\$10.00/M	ADDRESSING:
72,734	12 MO COOKING	ADD	\$10.00/M	SEE SELECTIONS
15,539	12 MO UPSCALE MERCHANDISE	+	\$10.00/M	
114,754	12 MO CHRISTIAN/BIBLE	ADD	\$10.00/M	KEYING: \$5.00/M
81,982	12 MO HUNTING/GUNS	ADD	\$10.00/M	
68,149	12 MO FISHING	ADD	\$10.00/M	MINIMUM ORDER:
47,471	12 MO HORSEBACK RIDING	ADD	\$10.00/M	5,000
298,055	12 MO PET OWNERS	ADD	\$10.00/M	

SAMPLE REQUIRED

THESE FARM JOURNAL MAIL ORDER BUYERS HAVE PURCHASED MANY PRODUCTS. THEIR RURAL LOCATIONS MAKE THEM RESPONSIVE PROSPECTS FOR DIRECT MAIL OFFERS OF ALL KINDS. THEY ENJOY THE CONVENIENCE AND UNLIMITED VARIETY OF PRODUCTS AVAILABLE IN CATALOGS AND THOUGH ONLINE SOURCES.

UPDATED MONTHLY

THESE CONSUMERS ROUTINELY SUBSCRIBE TO MAGAZINES AND PURCHASE QUALITY ITEMS TO ENHANCE THEIR COUNTRY HOME AND GARDEN. THEY ENJOY COOKING AND PURCHASE COOKBOOKS, KITCHEN GADGETS AND APPLIANCES AND SPECIALTY FOODS. THEY ALSO RELY ON MAIL ORDER TO STAY CURRENT WITH BESTSELLING BOOKS. THEIR HOBBIES REQUIRE SUPPLIES FROM KNITTING NEEDLES TO CROCHET HOOKS TO YARNS, THREADS, FABRICS, PATTERNS, AND HOW-TO BOOKS.

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
CATEGORY	\$10.00/M
DEMOGRAPHICS	\$10.00/M
FTP OR EMAIL	\$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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