

FARM JOURNAL WOMEN

56,322	12 MONTH FARM JOURNAL WOMEN	\$85.00/M	UNIT OF SALE:
	6 MONTH FARM JRNL WOMEN ADD	\$10.00/M	\$27.00 AVERAGE
	3 MONTH FARM JRNL WOMEN ADD	\$15.00/M	

GENDER:
100% FEMALE

FARM JOURNAL WOMEN ARE INTEGRAL TO THE FUNCTION AND PROSPERITY OF THE FAMILY FARM AND RANCH. THESE WOMEN ARE A PART OF THE BUSINESS AND TECHNICAL PART OF THE FARM OPERATION AS WELL AS HOMEMAKING, CHILD CARE AND FULFILLING THE NEEDS OF THE FAMILY, HOME AND GARDEN.

ADDRESSING:
SEE SELECTIONS

THESE STRONG WOMEN ROUTINELY HANDLE FARM DUTIES LIKE FEEDING CATTLE, PUTTING UP HAY, DRIVING TRACTORS, HAULING LIVESTOCK AND GRAIN, AND HELPING WITH HARVEST DUTIES. THESE WOMEN ARE DIRECTLY INVOLVED WITH FARM OPERATIONS INCLUDING RECORD KEEPING, MARKET PRICES AND ECONOMIC FORECASTING.

KEYING: \$5.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

FARM JOURNAL WOMEN MAKE MOST OF THE HOUSEHOLD PURCHASING DECISIONS FOR EDUCATION, INSURANCE, MEDICAL, RETIREMENT AND FINANCIAL PLANNING, CHARITIES, GARDENING, AND PETS. THEY ALSO MAKE THE DECISIONS REGARDING HOUSEHOLD ITEMS FROM HOME DECOR TO FAMILY CLOTHING AND CHILDREN'S NEEDS.

UPDATED MONTHLY

THESE WOMEN ARE HARD-WORKING, BUT STILL PURCHASE WOMEN'S ITEMS INCLUDING COSMETICS, LINGERIE, GIFTS, APPAREL, JEWELRY, BOOKS AND MOVIES.

SELECTIONS AVAILABLE AT AN ADDITIONAL \$10.00/M:

MERCHANDISE BUYERS	BOOK BUYERS
GARDENING PRODUCTS	GIFTS & GADGETS
COOKING	MAGAZINES
DONORS	CRAFTS
CHILDREN PRESENT	AGE OF CHILDREN

SOURCE: 100% DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
AGE, INCOME	\$10.00/M
INTEREST SELECTS	\$10.00/M
DEMOGRAPHICS	\$10.00/M
TELEPHONES	\$50.00/M
ELECTRONIC DELIVERY	\$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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