

FARM JOURNAL WOMEN

51,206 FARM JOURNAL WOMEN \$85.00/M UNIT OF SALE:
\$27.00 AVERAGE

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.

GENDER:
100% FEMALE

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

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.

SAMPLE REQUIRED

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

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
INTEREST SELECTS \$10.00/M
TELEPHONES \$50.00/M
DEMOGRAPHICS \$10.00/M
EMAIL OR FTP \$50.00

** USAGE **

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| 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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