

## THE FARMER'S WIFE

278,316	ACTIVE FARM WIVES		\$65.00/M	
	FEMALE OWNER/OPERATOR	ADD	\$10.00/M	
	MARRIED OPERATORS	ADD	\$10.00/M	
	CROPS RAISED	ADD	\$10.00/M	SEX: 100% FEMALE
	LIVESTOCK RAISED	ADD	\$10.00/M	CANNOT SELECT

THE FARMER'S WIFE IS THE BACKBONE OF THE RURAL AMERICAN COMMUNITY. THESE RUGGED, CAPABLE WOMEN MANAGE ALL OF THE "DAY-IN AND DAY-OUT" ACTIVITIES OF THE HOUSEHOLD, WHILE FULLY SUPPORTING THEIR FARMING HUSBANDS.

ADDRESSING:  
SEE SELECTIONS

KEYING: 2.00/M

THESE "SALT OF THE EARTH" WOMEN HANDLE THE DOMESTIC PURCHASES FOR THE HOME AND GARDEN. THEIR ORGANIZATIONAL SKILLS ARE IMPECCABLE, AS THEY CARE FOR THE CHILDREN, PETS AND ASSIST WITH ALL ASPECTS OF FARM RESPONSIBILITIES. THESE WOMEN ARE EXPERTS IN THE KITCHEN. MANY "CAN" THEIR OWN HOME GROWN FRUITS, VEGETABLES AND JELLIES. MOST OF THESE FAMILIES ARE DEEPLY ROOTED IN THEIR RELIGIOUS BELIEFS AND ATTEND CHURCH AT LEAST ONCE OR TWICE WEEKLY.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

WITH AN AVERAGE AGE OF 41, THESE WOMEN USE THEIR DISCRETIONARY INCOME TO ADORN THEIR HOMES WITH THE COUNTRY LIVING THEME. THEY PURCHASE HOUSEHOLD DECOR, KITCHEN ACCESSORIES, GARDENING SUPPLIES, INCLUDING PLANTS, SEED AND FEED.

THESE WIVES DEPEND ON DIRECT MAIL FOR MANY OF THE PRODUCTS AND SERVICES THAT WOULD OTHERWISE BE UNAVAILABLE TO THEM. HEALTH RELATED PUBLICATIONS, CHILDREN'S APPAREL CATALOGS, COUNTRY HOME MAGAZINES AND CATALOGS, AS WELL AS BOOKS ON PET CARE ARE ALWAYS OF INTEREST TO THE FARMER'S WIFE.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS. 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: SUBSCRIBERS, RESPONDERS, USDA, ATTENDEES

SELECTIONS:	STATE, SCF, ZIP, COUNTY	\$6.00/M
	ZIP TAPE SET UP FEE	\$50.00
	ADULT AGE	\$10.00/M
	CHILDREN'S AGE	\$10.00/M
	ACRES	\$6.00/M
	MAIL ORDER BUYERS	\$10.00/M
	HOUSEHOLD INCOME	\$10.00/M
	HOMEOWNER	\$10.00/M
	HOME VALUE	\$10.00/M
	CHARITABLE DONORS	\$10.00/M
	CREDIT CARD HOLDERS	\$10.00/M

(CONTINUED ON NEXT CARD)

**Midwest Direct Marketing, Inc.**

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THE FARMER'S WIFE (CONTINUED)

SELECTIONS:

SUBSCRIBERS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

DULUTH TRADING CO.  
GARDEN'S ALIVE!

JACK'S COUNTRY STORE  
ORECK CORP.

NAT'L MAG. EXCH.

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