

**GREEN PROFIT MAGAZINE**

16,361 ACTIVE SUBSCRIBERS \$150.00/M

GREEN PROFIT MAGAZINE IS THE PREMIER PUBLICATION FOR HORTICULTURE RETAILERS. THESE QUALIFIED SUBSCRIBERS ARE BUYERS AND DECISION MAKERS FROM A VARIETY OF RETAIL BUSINESSES; GARDEN CENTERS, SUPERMARKETS, HOME CENTERS/HARDWARE STORES, MASS MARKET/DISCOUNT, WHOLESALER/FORLIST/DISTRIBUTOR AND TRADITIONAL FLORISTS.

THESE BUYERS PURCHASE BEDDING PLANTS, ORNAMENTALS, POT PLANTS, FOLIAGE, CUT FLOWERS, VEGETABLES, PERENNIALS, ANNUALS, TREES AND SHRUBS. THEY ARE INTERESTED IN QUALITY PRODUCTS FOR PEST AND DISEASE INTERVENTION, NATURAL ORGANIC AND COMPOST PRODUCTS, GREENHOUSE SUPPLIES, SEEDS, FERTILIZERS AND A WIDE VARIETY OF PRODUCTS FOR GARDEN AND HOME USE BY THE RETAIL CONSUMER.

THEY TRAVEL TO CONFERENCES, EXPOS AND TRADE SHOWS FOR NEW PRODUCTS, SALES AND MARKETING INFORMATION AND CONSUMER DISPLAY IDEAS.

RECORDS DUPLICATE HEAVILY WITH GROWERTALKS MAGAZINE.

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: 100% DIRECT MAIL

SELECTIONS: STATE, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
TYPE OF BUSINESS	\$10.00/M
JOB TITLE	\$10.00/M
CD ROM	\$50.00
ZIP DISK	\$35.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

A.M. LEONARD	K VAN BOURGONDIE & SONS	PRODUCE MKTG ASSN.
DATAWAREHOUSE DATABASE	NORTHERN HYDRAULICS	SHOPLOCAL
ENGINEERING SVCS	OGDEN PUBLICATIONS	SPRINT/ NEXTEL

CONTACT LIST MANAGER EMAIL: 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

ADDRESSING:
SEE SELECTIONS
KEYING: \$2.00/M
MINIMUM ORDER:
5,000

SAMPLE REQUIRED
THRU: JUNE 2010
NEXT: JANUARY 2011