

HOBBY FARMERS MDM

836,002	HOBBY FARMERS	\$75.00/M	
329,506	MAIL ORDER BUYERS	\$10.00/M	GENDER: MOSTLY
281,575	SUBSCRIBERS	\$10.00/M	MALE
	6 MONTH HOTLINE	\$5.00/M	

ADDRESSING:

SEE SELECTIONS

THESE RURAL HOMEOWNERS ENJOY THE COUNTRY LIFESTYLE AND ARE OWNERS OF PROPERTY WITH UNDER 50 ACRES. THESE SMALL FARMERS AND RANCHERS HAVE SIMILAR NEEDS AS THOSE EARNING THEIR LIVING OFF THE LAND.

KEYING: \$2.00/M

MANY PLANT GARDENS AND THEIR CHILDREN ARE INVOLVED IN LOCAL 4-H AND FUTURE FARMERS OF AMERICA CLUBS. MANY OWN SMALL HERDS OF CATTLE AND PIGS AND MANY HAVE SMALL POULTRY FLOCKS. THEY ALSO OWN HORSES AND ATV'S TO TAKE ADVANTAGE OF THEIR OPEN GROUND. THEIR HOME DECOR IS ACCENTED WITH COUNTRY AND WESTERN THEMES.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: JULY 2010

NEXT: FEBRUARY 2011

AGE, INCOME, PRESENCE OF CHILDREN, PHONES AND MANY OTHER DEMOGRAPHIC SELECTIONS ARE AVAILABLE ON THIS FILE.

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.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: 100% DIRECT MAIL RESPONDERS, DEPT. OF AGRICULTURE, FARM SUBSIDY PROGRAMS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP SET UP FEE	\$50.00
TELEPHONES	\$30.00/M
AGE, MOB	\$15.00/M
INCOME	\$15.00/M
DONORS	\$15.00/M
CROP/HERD/LIVESTOCK	\$15.00/M
P/S LABELS	\$30.00/M
DISKETTE/CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00
6 MONTH HOTLINE	\$5.00/M

** USAGE **

FARM AND DAIRY NEWS
NASCO FARM & RANCH

OGDEN PUB'S
POHAKU

QC SUPPLY
WI DEPT OF AG.

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