

HOBBY FARMERS FROM FARM JOURNAL

369,211 12 MONTH HOBBY FARMERS

\$85.00/M

FARM JOURNAL'S HOBBY FARMERS LIVE ON 50 ACRES OR LESS AND ENJOY THEIR RURAL LIFESTYLES. THEY LOVE THE OUTDOORS AND ARE TRUE DO-IT-YOURSELFERS. MANY HAVE VEGETABLE AND FLOWER GARDENS, SMALL LIVESTOCK HERDS, BACKYARD CHICKENS AND HORSES THEY ALSO SHARE THEIR PROPERTY WITH THE FAMILIES DOGS, CATS AND OTHER PETS.

GENDER:
CAN SELECT

ADDRESSING:
SEE SELECTIONS

THESE HOBBY FARMERS REQUIRE MANY OF THE SAME ITEMS AND EQUIPMENT THAT PROFESSIONAL FARMERS NEED, INCLUDING FARM EQUIPMENT AND IMPLEMENTS, AUTOMOTIVE AND TRACTOR REPAIR, FEED, SEED, PET AND VETERINARY SUPPLIES, FENCING, OUTDOOR STORAGE BUILDINGS, HAND TOOLS, BARN EQUIPMENT AND DURABLE WORK CLOTHING.

KEYING: \$5.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THESE FAMILIES ALSO RESPOND WELL TO OFFERS FOR THE HOME, CHILDREN, CHILDREN'S APPAREL, LEISURE APPAREL, HOBBIES, CRAFTS, SPORTING GOODS, MAGAZINES, BOOKS, VIDEOS, AND DVD'S.

UPDATED MONTHLY

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, SCF, ZIP	\$10.00/M
AGE, INCOME	\$10.00/M
GENDER	\$10.00/M
ACREAGE	\$15.00/M
CROPS GROWN	\$15.00/M
DEMOGRAPHICS	\$10.00/M
PETS	\$15.00/M
TELEPHONES	\$50.00/M
FTP OR EMAIL	\$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

CONTACT LIST MANAGER: SCOTT ROBBINS - 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