

**HOG PRODUCERS FROM FARM JOURNAL**

22,107 ACTIVE SUBSCRIBERS \$80.00/M UNIT OF SALE:  
 EMAIL ADDRESSES PLEASE INQUIRE \$27.00 AVERAGE

FARM JOURNAL MAGAZINE HOG PRODUCERS ARE OWNERS, OPERATORS, MANAGERS, VETERINARIANS, AND DECISION MAKERS FOR COMPANIES ALLIED TO THE HOG AND PORK GROWER INDUSTRY. THESE SUBSCRIBERS NEED THE MOST COMPLETE AND UP-TO-DATE INFORMATION ON PRODUCTION, NEWS, AND TRENDS AFFECTING THE INDUSTRY.

GENDER:  
 CAN SELECT  
 ADDRESSING:  
 SEE SELECTIONS

THESE SUBSCRIBERS ARE DECISION MAKERS WHO USE ADVANCED OFFICE TECHNOLOGY, COMPUTERS, SOFTWARE, SATELLITE RECEIVERS, RADIOS, AND SPECIALIZED PRODUCTION EQUIPMENT.

KEYING: \$5.00/M  
 MINIMUM ORDER:  
 5,000

RURAL LOCATIONS REQUIRE THESE SUBSCRIBERS TO RELY ON DIRECT MAIL, CATALOGS, AND INTERNET PURCHASES FOR HOME, OFFICE, AND FARM. THESE HIGHLY RESPONSIVE DECISION MAKERS REPLY TO OFFERS FOR DURABLE WORK CLOTHING, SHOP TOOLS, FARM EQUIPMENT, PET SUPPLIES, BARN EQUIPMENT, HOME AND GARDEN SUPPLIES, FINANCIAL AND INSURANCE OFFERS, AND BOOKS AND VIDEOS.

SAMPLE REQUIRED  
 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 RESPONSE

SELECTIONS: STATE, SCF, ZIP CODE	\$5.00/M
AGE	\$10.00/M
GENDER	\$5.00/M
HERD SIZE	\$10.00/M
TELEPHONES	\$50.00/M
EMAIL OR FTP	\$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](mailto:scott@midwestdm.com)