



06090

**IMPLEMENT & TRACTOR MAGAZINE**

11,177	ACTIVE SUBSCRIBERS	\$110.00/M	UNIT OF SALE:
10,445	TELEPHONE NUMBERS	ADD \$50.00/M	\$27.00 AVERAGE
6,176	EMAIL ADDRESSES	PLEASE INQUIRE	

GENDER:  
CAN SELECT

IMPLEMENT & TRACTOR MAGAZINE FROM FARM JOURNAL MEDIA PROVIDES NEWS AND INSIGHT FOR THE \$40 BILLION PLUS DEALER AND WHOLESALE EQUIPMENT INDUSTRY. IT IS PUBLISHED BIMONTHLY FOR DEALERS, DISTRIBUTORS, ORIGINAL EQUIPMENT MANUFACTURERS, ENGINEERS AND ASSOCIATIONS INVOLVED IN THE AGRICULTURAL EQUIPMENT INDUSTRY.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$5.00/M

MINIMUM ORDER:  
5,000

THESE SUBSCRIBERS ARE INDUSTRY LEADERS: ENTERPRISE OWNERS, MANAGERS, MARKETERS, AND KEY DECISION MAKERS. THEY'RE MANUFACTURERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT, TRACTORS, COMBINES, DISCS, HEADERS, BALERS, AFTERMARKET PARTS, AND OTHER RELATED FARM EQUIPMENT. THEY'RE ALSO SUPPLIERS AND BUYERS OF PRECISION AG TECHNOLOGY PRODUCTS LIKE GPS NAVIGATION AND WIRELESS COMMUNICATION EQUIPMENT.

SAMPLE REQUIRED

UPDATED MONTHLY

THESE INDUSTRY LEADERS ARE MOSTLY IN MANAGEMENT LEVEL POSITIONS AND USE HIGH TECH OFFICE EQUIPMENT, COMPUTERS, AND SOFTWARE IN THE SHOWROOM AND IN THEIR HOME OFFICES. THEY SEEK OUT INFORMATION ON AND PARTICIPATE IN SEMINARS, CONFERENCES AND OTHER AGRICULTURAL AND MANUFACTURING INDUSTRY SHOWS.

BRAND DATA ON A TOTAL OF 1,614 DEALERS:

- KUBOTA 147
- JOHN DEERE 708
- CASE IH 292
- NEW HOLLAND 279
- AGCO 188

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	\$10.00/M
	TELEPHONES	\$50.00/M
	CONTACT NAMES	\$30.00/M
	EMAIL OR FTP	\$50.00

**Midwest Direct Marketing, Inc.**

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Email: info@midwestdm.com

\*\* 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

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