

IOWA FARMER TODAY

70,315	QUALIFIED FARMERS/SUBS.	\$65.00/M
27,594	HOBBY FARMERS	\$65.00/M

IOWA FARMER TODAY IS THE PREMIER PUBLICATION FOR FARMERS AND RANCHERS IN THE STATE OF IOWA AND THE SURROUNDING AREA.

GENDER: 75% MALE
CAN SELECT

WHETHER THEY HAVE CROPS OR LIVESTOCK, THESE FARMERS AND RANCHERS HAVE MANY VARIED INTERESTS AS ALMOST EVERYTHING HAS AN EFFECT ON THEIR LIVELIHOOD. THEY MUST STAY INFORMED ABOUT WEATHER CONDITIONS, POLITICAL AND GOVERNMENTAL ISSUES AND CURRENT STOCK MARKET CONDITIONS. THEY HAVE INTERESTS IN SCIENCE AND TECHNOLOGY, AND SOFTWARE AND HARDWARE FOR THEIR COMPUTERS.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THESE FULL-TIME RURAL RESIDENTS ARE VERY SELF-SUFFICIENT. THEY HANDLE THEIR OWN WELDING, PLUMBING, AND CARPENTRY NEEDS AS WELL AS ALL OF THEIR AUTO AND HEAVY EQUIPMENT MECHANIC REPAIRS. MOST FAMILIES HAVE GARDENS, OWN HORSES AND ATV'S AND HAVE HOUSEHOLD PETS. THEY LIKE TO HUNT AND FISH AND ARE CONCERNED ABOUT OUR ENVIRONMENT AND CONSERVATION.

THRU: JULY 07
NEXT: JANUARY 08

SELECTIONS AVAILABLE AT \$10/M:

TOTAL ACRES	BEEF COWS	CORN
ALFALFA	DAIRY CATTLE	SOWS
SOYBEANS	FED CATTLE	HOGS
OWNER/OPERATOR	COMPUTER OWNER	INTERNET USER
CONSERVATION TILLAGE	NO TILL	
MINIMUM TILLAGE	CONVENTIONAL TILLAGE	

THE HOBBY FARMERS HAVE RESPONDED TO A SUBSCRIPTION OFFER BUT DID NOT QUALIFY FOR A FREE SUBSCRIPTION. THESE PART-TIME FARMERS AND RANCHERS OWN UNDER 75 ACRES.

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.

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: ACTIVE SUBSCRIBERS

(CONTINUED ON NEXT PAGE)

Midwest Direct Marketing, Inc.

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IOWA FARMER TODAY (CONT'D)

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP +4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
AGE OR INCOME	\$10.00/M
TELEPHONES	\$30.00/M
CD ROM	\$50.00
P/S LABELS	\$10.00/M
DISKETTE	\$35.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

ENGINEERING SERVICES	OUR IOWA MAGAZINE
GARDENS ALIVE!	REIMAN PUB'S