

LIVING THE COUNTRY LIFE

107,952 ACTIVE SUBSCRIBERS \$90.00/M
 77,138 COMP SUBSCRIBERS \$80.00/M

GENDER 60% FEMALE
 CAN SELECT

MEREDITH'S NEW PUBLICATION, LIVING THE COUNTRY LIFE, FEATURES INSPIRING AND USEFUL ARTICLES FOR COUNTRY ESTATE LIVING. SUBSCRIBERS GLEAN NEW IDEAS AND INSPIRATIONS FOR THEIR COUNTRY HOMES AND LIFESTYLES. EACH ISSUE FEATURES TIMELY AND USEFUL ARTICLES COVERING THE HOMESTEAD, GARDEN AND LANDSCAPING, PRODUCTS FOR COUNTRY LIFE, LIVESTOCK & ANIMALS, COOKING & FOOD. THE MAGAZINE CONTENT IS SMARTLY WRITTEN USING EXPERT OPINION, COUNTRY WIT AND HUMOR THROUGHOUT.

ADDRESSING:
 SEE SELECTIONS

KEYING: \$4.50/M

MINIMUM ORDER:
 5,000

SUBSCRIBERS TYPICALLY LIVE ON 3+ ACRES, OWN THEIR HOMES, HAVE PROFESSIONAL CAREERS AND HAVE ABOVE AVERAGE INTERESTS IN COOKING, DECORATING, GARDENING, DIY, CRAFTS AND HEALTH/FITNESS. THEY ARE VERY ACTIVE MAIL ORDER BUYERS.

SAMPLE REQUIRED

UPDATED MONTHLY

TYPICAL EDITORIAL CONTENT COVERS LANDSCAPING, OUTBUILDINGS, DECKS, PORCHES, HORSES, OUTDOOR PROJECTS, TREE CARE, UTILITY VEHICLES, OUTDOOR ENTERTAINING, COMPACT TRACTORS, GARDENING, WILDLIFE, ANIMAL CARE, NEW PRODUCTS FOR COUNTRY LIVING AND MUCH MORE.

THE AVERAGE INCOME RANGE IS \$75,000 TO \$99,000 WITH AN AVERAGE AGE RANGE OF 45-54.

COMPOSITE INTERESTS IDENTIFIED BY MEREDITH INCLUDE:

DECORATING	GARDENING	TRAVEL
SWEEPSTAKES	WOODWORKING	SPORTS
CONTRIBUTOR	DO IT YOURSELF	CRAFTS
MUSIC/VIDEO	HOME ELECTRONICS	READING
OWNS COMPUTER	MAIL ORDER BUYER	FINANCE
HEALTH/FITNESS	PRESENCE OF CHILDREN	OUTDOOR

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAILDATE 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 CHARGE.

SOURCE: MAGAZINE SUBSCRIBERS

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
ZIP SET UP FEE	\$50.00
GENDER	\$10.00/M
INCOME	\$10.00/M
THIRD PARTY BLOW-IN	\$10.00/M

(CONTINUED ON NEXT CARD)

Midwest Direct Marketing, Inc.

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 Email: info@midwestdm.com

LIVING THE COUNTRY LIFE (CONT'D)

SELECTIONS: DEMOGRAPHIC SELECTIONS	\$15.00/M
P/S LABELS	\$15.00/M
CD ROM	\$25.00
DISKETTE	\$25.00
EMAIL OR FTP TRANSFER	\$50.00
TAPE CONVERSION	\$25.00

** USAGE **

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