

## MEREDITH COUNTRY LIFESTYLE CROSS-TITLE

52,697	ACTIVE SUBSCRIBERS		\$85.00/M	
	6 MONTH HOTLINE	+	\$10.00/M	85% MALE
	3 MONTH HOTLINE	+	\$15.00/M	CAN SELECT
	NON-PROFIT RATE		\$75.00/M	

ADDRESSING:  
SEE SELECTIONS

THE COUNTRY LIFESTYLE CROSS-TITLE DATABASE IS AN UNDUPLICATED COMBINATION OF SUBSCRIBERS TO SUCCESSFUL FARMING MAGAZINE OR LIVING THE COUNTRY LIFE AND ONE OR MORE OF THE OTHER PREMIER MAGAZINE TITLES FROM MEREDITH CORPORATION. IDENTIFICATION OF CROSS-TITLE MULTIS ALLOWS YOU TO TARGET INDIVIDUALS OR FAMILIES RESIDING IN RURAL AMERICA PIN-POINTING A WIDE VARIETY OF HOBBIES, INTERESTS AND ACTIVITIES OUTSIDE OF THE TRADITIONAL FARMING, RANCHING AND COUNTRY LIVING LIFESTYLES.

KEYING: \$4.50/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

MEREDITH CORPORATION MAINTAINS THE LARGEST DOMESTIC DATABASE AMONG AMERICAN MEDIA COMPANIES. WITH A BASE OF OVER 85 MILLION RECORDS REPRESENTING 25 MILLION ACTIVE SUBSCRIBERS, EACH SUBSCRIBER HAS AN AVERAGE OF 300 COMPREHENSIVE AND CURRENT DATA POINTS DETAILING LIFESTYLE, LIFE STAGES, PASSION POINTS, HOBBIES AND DEMOGRAPHICS.

SUCCESSFUL FARMING IS AMERICA'S LARGEST PAID CIRCULATION FARM MAGAZINE AND HAS BEEN THE CORNER STONE IN AGRICULTURAL PUBLISHING FOR OVER 100 YEARS. LIVING THE COUNTRY LIFE FEATURES INSPIRING AND USEFUL ARTICLES WRITTEN EXCLUSIVELY FOR COUNTRY LIVING LIFESTYLES.

RESIDING IN RURAL AMERICA, MANY SUBSCRIBERS ARE MAIL ORDER CATALOG BUYERS, SUBSCRIBERS AND INTERNET PURCHASERS OF PRODUCTS AND SERVICES FOR THE HOME AND INTERIOR DESIGN, KITCHEN AND BATH, GARDENING & LANDSCAPING, LAWN CARE, HOME IMPROVEMENT, TOOLS AND SHOP EQUIPMENT, PET SUPPLIES AND DURABLE APPAREL FOR WORK AND LEISURE.

## CROSS TITLE PUBLICATIONS INCLUDE:

GARDEN IDEAS AND OUTDOOR LIVING	MORE MAGAZINE
AMERICAN PATCHWORK & QUILTING	WOOD MAGAZINE
LIVING THE COUNTRY LIFESTYLE	PARENTS
GARDEN, DECK AND LANDSCAPE	FITNESS
BETTER HOMES AND GARDENS	DECORATING
LADIES HOME JOURNAL	PAINT DECOR
RENOVATION STYLE	GARDEN SHED
TRADITIONAL HOME	COUNTRY HOME
SCRAPBOOKS, ETC	CREATIVE HOME
COUNTRY GARDENS	FAMILY CIRCLE
DO IT YOURSELF	MIDWEST LIVING

CONTINUED ON NEXT CARD

**Midwest Direct Marketing, Inc.**

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MEREDITH COUNTRY LIFESTYLE CROSS-TITLE (CONT'D)

DEMOGRAPHIC AND LIFESTYLE DATA

HOUSEHOLD:	DEMOGRAPHICS:	RESIDENCE:
NEW PARENTS	AGE	LOR
CHILDREN AGES	GENDER	OWN/RENT
MARITAL STATUS	EDUCATION	HOME VALUE
EXPECTING A BABY	OCCUPATION	AGE OF HOME
PRESENCE OF CHILDREN	HOUSEHOLD INCOME	

LIFESTYLE GROUPS:

NEW FAMILIES  
 EMPTY NESTERS  
 ELITE FAMILIES  
 ESTABLISHED FAMILIES  
 PROFESSIONAL BOOMERS & XERS

NEIGHBORHOOD DATA:

ETHNICITY  
 AUTO OWNERSHIP  
 PRIZMNE CLUSTERS

PASSIONS AND PURCHASE DATA:

HOME:	INTENDERS:	HEALTH & FITNESS:
DIY	MOVE	DIET
GARDENING	REMODEL	GOLF
REMODELING	LANDSCAPE	SPORTS
DECORATING	REDECORATE	EXERCISE

FOOD:

GOURMET  
 QUICK & EASY  
 NATURAL FOODS

TRAVEL:

CRUISE  
 FOREIGN  
 DOMESTIC

TECHNOLOGY:

COMPUTERS  
 MUSIC & VIDEO  
 HOME ELECTRONICS

CRAFTS & HOBBIES:

SEWING  
 QUILTING  
 WOODWORKING  
 SCRAPBOOKING  
 COLLECTIBLES

PURCHASE PATTERNS:

SWEEPSTAKES  
 CREDIT CARDS  
 CATALOG BUYERS  
 MAIL ORDER BUYERS

PETS:

CAT OWNER  
 DOG OWNER

SOURCE: MAGAZINE SUBSCRIBERS

SELECTIONS: STATE, SCF, ZIP	\$10.00/M
MSA, COUNTY	\$10.00/M
GENDER	\$10.00/M
KEYCODING	\$3.50/M
AGE, INCOME, LOR	\$15.00/M
PAID SUBSCRIBERS	\$10.00/M
RENEWALS	\$10.00/M
CROP, ACREAGE, LIVESTOCK	\$15.00/M
INTEREST, HOBBY	\$15.00/M
DEMOGRAPHIC / LIFESTYLES	\$15.00/M
P/S LABELS	\$15.00/M
CD-ROM/DISKETTE	\$25.00
EMAIL/FTP TRANSFER	\$50.00
TAPE CONVERSION	\$25.00

\*\* USAGE \*\*

FARM SHOW PUB'S  
 OGDEN PUB'S

REIMAN PUB'S  
 SPORTMANS GUIDE

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