

MEREDITH'S AGRICULTURAL DATABASE/FSA

2,644,119 ACTIVE FARMERS & RANCHERS \$75.00/M UNIT OF SALE:
 6 MONTH HOTLINE ADD \$10.00/M \$12.95 AVERAGE

MEREDITH'S AGRICULTURAL DATABASE IS AMERICA'S
 LARGEST AND MOST COMPREHENSIVE RESOURCE DELIVERING
 A NATIONAL AND LOCALIZED BLEND OF FARM AND RANCH
 PRODUCTION, MANAGEMENT AND LIFESTYLE INFORMATION.

GENDER: 85% MALE
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

MEREDITH CORPORATION HAS BEEN THE CORNERSTONE IN
 THE AGRICULTURAL MARKETPLACE FOR OVER 100 YEARS
 SERVING THE PRODUCTION, BUSINESS AND FAMILY
 INFORMATION NEEDS OF AMERICA'S FARMERS AND RANCHERS.
 MEREDITH'S PRIMARY AG RELATED PROPERTIES INCLUDE:
 SUCCESSFUL FARMING, AGRICULTURE ONLINE, LIVING THE
 COUNTRY LIFE, FARM HOME COLLECTION AND AGELESS IRON.

KEYING: 4.50/M

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

THESE FARMERS AND RANCHERS OPERATE AS BUSINESSES
 AND REQUIRE ADVANCED TECHNOLOGY, INFORMATION SYSTEMS
 AND OFFICE EQUIPMENT TO KEEP PACE WITH OPERATIONAL
 DEMANDS. THEY ALSO REQUIRE SPECIALIZED AGRICULTURE
 PRODUCTION EQUIPMENT TO BOOST YIELDS AND INCREASE
 PROFITS.

UPDATED MONTHLY

RESIDING IN RURAL AMERICA, MANY ARE MAIL ORDER
 CATALOG BUYERS AND INTERNET PURCHASERS OF PRODUCTS
 FOR THE HOME, GARDEN AND BARN SUCH AS SEED, FEED,
 GARDENING AND FARMING TOOLS, SHOP EQUIPMENT, HAND
 TOOLS, PET SUPPLIES, KITCHEN SUPPLIES AND DURABLE
 CLOTHING FOR WORK AND LEISURE.

AGRICULTURAL SELECTIONS AVAILABLE AT AN ADDITIONAL
 \$15/M INCLUDE:

OWNER/OPERATOR	AGRIBUSINESS OCCUPATION
ABSENTEE OWNER	IRRIGATED ACRES
NO TILL	CORN ACRES/TYPES
MINIMUM TILL	SOYBEAN ACRES/TYPE
WHEAT ACRES	ALFALFA ACRES
HAY ACRES	SORGHUM ACRES
HOGS HERD SIZE	OTHER CROP ACRES
SOWS HERD SIZE	ROLLING HERD AVERAGE
DAIRY COWS MILKED	BEEF COW HERD SIZE
DAIRY HEIFERS	CALVES BACKGROUNDED
SHEEP HERD SIZE	FED CATTLE HERD SIZE

TRACTOR BRANDS INCLUDE:

ACGO	CASE/IH
JOHN DEERE	ALLIS
MASSEY	FORD/NEW HOLLAND
WHITE	

TRUCK BRANDS INCLUDE:

DODGE	CHEVROLET
FORD	FOUR WHEEL DRIVE
GMC	ATV

CONTINUED ON NEXT CARD

Midwest Direct Marketing, Inc.

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Email: info@midwestdm.com

LIFESTYLE/HOBBY INTERESTS AVAILABLE AT AN ADDITIONAL \$15/M INCLUDE:

CATS - 236,324	COLLECTIBLES - 402,282
COMPUTERS - 923,183	CONTRIBUTORS - 1,021,448
COOKING - 613,289	CRAFTS - 545,700
CREDIT CARD - 478,856	DECORATING - 316,070
DO IT YOURSELF - 725,643	DOGS - 303,391
FINANCE - 741,071	GARDENING - 732,555
GOLFING - 57,359	HEALTH/FITNESS - 992,991
MUSIC & VIDEO - 452,232	OUTDOOR - 331,971
QUILTING - 48,801	READS BOOKS - 459,076
SEWING - 50,058	SPORTS - 149,980
SWEEPSTAKES - 754,566	TRAVEL - 739,893
WOODWORKING - 243,872	
CROSS STITCH/NEEDLEWORK - 89,749	
HOME ELECTRONICS - 839,707	
MAIL ORDER FASHION - 616,164	

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

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
GENDER	\$10.00/M
CROPS GROWN	\$15.00/M
ACREAGE	\$15.00/M
LIVESTOCK	\$15.00/M
LIFESTYLE/HOBBY	\$15.00/M
AGRICULTURAL SELECTIONS	\$15.00/M
6 MONTH HOTLINE	\$10.00/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 **

4-H YOUTH FNDTN	CABELA'S	WABASH WORK TRUCKS
A HOME OF YOUR OWN	ENGINEERING SERVICES	
ALAMO GROUP	HUMANE SOCIETY U.S	