

## MEREDITH'S WOMEN IN AGRICULTURE

44,916 ACTIVE SUBSCRIBERS \$85.00/M  
NON-PROFIT RATE \$75.00/M

WOMEN IN THE AGRICULTURAL COMMUNITY ARE THE HEART AND SOUL OF THE DAY-TO-DAY OPERATIONS OF THE FAMILY FARM OR RANCH. WHILE OCCUPIED WITH THE BUSINESS AND TECHNICAL SIDE OF THE OPERATION, THESE MULTI-TASKING WOMEN ARE ALSO RESPONSIBLE FOR CHILD CARE AND TENDING TO THE NEEDS OF THE FAMILY, HOME AND GARDEN.

100% FEMALE

ADDRESSING:  
EMAIL/FTP  
MAG TAPE  
P/S LABELS

THESE RESILIENT WOMEN ROUTINELY HANDLE FARM DUTIES, SUCH AS FEEDING, DRIVING TRACTORS, HAULING LIVESTOCK AND GRAIN AND HELPING WITH HARVESTING DUTIES. THESE WOMEN ARE HARD WORKERS, BUT THEY STILL REQUIRE ELEMENTS FROM THE "SOFTER SIDE OF LIFE" SUCH AS LINGERIE, COSMETICS, LOTIONS, WOMEN'S APPAREL, JEWELRY, GIFTS AND ROMANCE.

KEYING: \$4.50/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

MANY OF THESE WOMEN ARE DIRECTLY INVOLVED WITH DAY-TO-DAY OPERATIONS OF THE FAMILY'S LIVELIHOOD INCLUDE TRACKING OF MARKET PRICES, ECONOMIC FORECASTING AND DAILY RECORD KEEPING AS WELL AS SEEKING UP-TO-DATE INFORMATION SYSTEMS, COMPUTERS AND SOFTWARE TO MAINTAIN THE IMPORTANT BUSINESS CONCERNS OF THE FARM AND FAMILY.

UPDATED MONTHLY

THESE BUSINESS-MINDED WOMEN FROM SUCCESSFUL FARMING MAKE MOST OF THE HOUSEHOLD PURCHASING DECISIONS FOR THE HOME AND OFFICE REGARDING EDUCATION, INSURANCE, MEDICAL, RELIGIOUS, CHARITY, RETIREMENT, GARDENING, PETS AND HOME DECOR AS WELL AS HOUSEHOLD NEEDS, FAMILY CLOTHING AND ITEMS FOR CHILDREN.

## SELECTIONS AVAILABLE:

MARITAL STATUS	PRESENCE OF CHILDREN
EXPECTING A BABY	COOKING
GARDENING	REMODELING AND DECORATING
DIET AND EXERCISE	SEWING AND QUILTING
SCRAPBOOKING	MAIL ORDER BUYER
CATALOG BUYER	OWNER/OPERATOR
CROP OR LIVESTOCK	DOG/ CAT OWNER
COLLECTIBLES	COMPUTER USER
DONOR/ CONTRIBUTOR	

LIST OWNER WILL 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

CONTINUED ON NEXT CARD

**Midwest Direct Marketing, Inc.**

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MEREDITH'S WOMEN IN AGRICULTURE (CONT'D)

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
AGE/INCOME/LOR	\$15.00/M
MARITAL STATUS	\$15.00/M
HOBBY/INTEREST	\$15.00/M
CROP/LIVESTOCK	\$15.00/M
CD ROM/DISK	\$25.00
EMAIL OR FTP	\$50.00

\*\* USAGE \*\*

COUNTRY SAMPLER GROUP

QC SUPPLY

REIMAN PUBLICATION

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