

## MULTI AG MEDIA FMID CONSUMERBASE

2,274,597 CONSUMER ENHANCED FARMERS \$70.00/M

MULTI AG MEDIA PUBLICATIONS/FMID CONSUMERBASE IS THE MOST COMPREHENSIVE, UPDATED AND RELIABLE FARM DATABASE AVAILABLE. FOR OVER 30 YEARS, THE KNOWLEDGEABLE STAFF AT MULTI-AG MEDIA HAVE PRODUCED THE LEADING AGRICULTURAL DATABASE FROM THEIR MULTIPLE MAGAZINES, BIG FARMER CARD DECK, NEWSLETTER SUBSCRIBERS, FARM SHOW ATTENDEES AND NEW USDA PRODUCER RECORDS.

COMBINED AND UNDUPLICATED, EACH OWNER, OPERATOR OR ABSENTEE OWNER HAVE MULTIPLE DEMOGRAPHIC, LIVESTOCK, CROP AND ACREAGE INFORMATION ELEMENTS AVAILABLE.

FMID IS THE ONLY BPA AUDITED AGRICULTURAL DATABASE IN THE U.S. THESE ACTIVE FARMERS AND PRODUCERS ROUTINELY PURCHASE: AUTO/TRACTOR EQUIPMENT; FEED/SEED AND FERTILIZER; VETERINARY SUPPLIES/ANIMAL HEALTH PRODUCTS; FINANCIAL, INSURANCE AND ACCOUNTING SERVICES; COMPUTERS, SOFTWARE AND HARDWARE; OUTDOOR APPAREL; SPORTING GOODS AND ATV'S; CREDIT CARDS; BOOKS, MAGAZINES, VIDEOS AND DO-IT-YOURSELF INFORMATION; GARDENING AND LANDSCAPE; HOME IMPROVEMENT; CONSERVATION/ENVIRONMENTAL INFORMATION.

CROP/LIVESTOCK SELECTIONS AVAILABLE AT \$6.00/M:

ALFALFA	HAY	BARLEY	BEEF CATTLE
LIVESTOCK	CANOLA	MELONS	CITRUS FRUIT
CLOVER	MILLET	CORN/SOY	MILK INCOME/LOSS
NUTS	COTTON	OATS	COW/CALF
PEANUTS	CRP	PEAS	DAIRY CATTLE
PECANS	PECANS	DRY BEANS	PLANTED ACRES
FALLOW	POTATOES	PUMPKINS	FED CATTLE
SHEEP	RICE	TOBACCO	FIELD CORN
FRUITS	GOATS	SORGHUM	SMALL GRAINS
SOYBEANS	GRAPES	GRASS	STONE FRUIT
WHEAT	BEETS	TREE FRUIT	VEGETABLES
(PFC) INCOME	* GROSS	FARM INCOME	* OIL CROPS
LIVESTOCK COMP PROGRAM	* OTHER	GOVERNMENT PAYMENTS	

INQUIRE FOR COUNTS ON THESE ADDITIONAL SELECTIONS: LETTUCE/CABBAGE/ONIONS/HERBS/SPICES/EXOTIC FRUITS/PEPPERS/STRAWBERRIES/SUGAR CANE/TOMATOES/WATERMELON/FLAX/FORAGES.

EVERYTHING YOU NEED IN AG DATA FOR DIRECT MAIL AND MARKETING, RESEARCH AND DATABASE DEVELOPMENT:

\* STATISTICAL ANALYSIS \* MARKET INTELLIGENCE \*  
 \* AGRICULTURAL DATA APPENDS \* CUSTOM PROGRAMMING \*  
 \* MARKET RESEARCH \* STRATEGIC DATABASE ALLIANCES \*  
 \* E-MAIL ADDRESS APPENDS \*

(CONTINUED ON NEXT PAGE)

GENDER: MOSTLY MALE  
 CAN SELECT

ADDRESSING:  
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

THRU: OCTOBER 04

NEXT: MAY 05

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320

Email: [info@midwestdm.com](mailto:info@midwestdm.com)

MULTI AG MEDIA FMID CONSUMERBASE (CONT'D)

CONSUMER DEMOGRAPHICS AVAILABLE AT \$10.00/M:

\* MALE \* FEMALE \* MARRIED \* SINGLE \* HOME PHONE \*  
\* MAIL ORDER BUYERS \* SINGLE FAMILY DWELLING UNIT \*  
\* MULTI FAMILY DWELLING UNIT \* AGE \* HOMEOWNER \*  
\* RENTER \* CHILDREN'S AGE \* PRESENCE OF CHILDREN \*  
\* LENGTH OF RESIDENCE \* INCOME \* HOME VALUE \*  
\* CREDIT CARD HOLDER BY TYPE \* MERCHANDISE BUYERS \*  
\* MAGAZINE & PUBLICATION SUBSCRIBERS \* PHOTOGRAPHY \*  
\* DO-IT-YOURSELF \* NEWS/FINANCIAL \* CONTRIBUTORS/  
\* DONORS \* OPPORTUNITY SEEKERS \* MULTI BUYERS \*

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](http://www.telemarketing.donotcall.gov)

SOURCE: SUBSCRIBERS, RESPONDERS, USDA, ATTENDEES

SELECTIONS: STATE, SCF, ZIP, COUNTY	\$6.00/M
ZIP + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
PHONES	\$30.00/M
MULTI BUYERS	\$10.00/M
CONSUMER DEMOGRAPHICS	\$10.00/M
ACRES/CROP/LIVESTOCK	\$6.00/M
MAGNETIC TAPE OR CD ROM	\$30.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

AGRIVIEW	FARMTEK	PRIMEDIA
COLLE & MCVOY	HIGH PLAINS JOURNAL	PROGRESSIVE FARMER
DATA TRANSMISSION NTWRK	IOWA FARMER TODAY	SPECTRUM TECH.
FARM JOURNAL	LAW SEMINARS, INC.	SUCCESSFUL FARMING

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