



TOP PRODUCER MAGAZINE

06089

96,494	ACTIVE SUBSCRIBERS		\$80.00/M	UNIT OF SALE:
	6 MONTH SUBSCRIBERS	ADD	\$10.00/M	\$27.00 AVERAGE
	3 MONTH SUBSCRIBERS	ADD	\$15.00/M	

GENDER:
CAN SELECT

TOP PRODUCER MAGAZINE, FROM FARM JOURNAL MEDIA, IS THE PREMIER PUBLICATION DEVOTED TO THE BUSINESS OF FARMING. FOCUSING ON INDUSTRY LEADERS, ENTREPRENEURS, AND INNOVATORS MAKES THIS PUBLICATION THE RECOGNIZED RESOURCE FOR COMMERCIAL FARM OPERATIONS. SUBSCRIBERS HARVEST SOPHISTICATED MANAGEMENT AND MARKETING INFORMATION, TAX ANALYSIS, LEGAL AND POLICY INFORMATION FROM THE PAGES OF TOP PRODUCER MAGAZINE.

ADDRESSING:
SEE SELECTIONS

KEYING: \$5.00/M

MINIMUM ORDER:
5,000

THESE SUBSCRIBERS ARE THE LEADERS IN THE AGRICULTURE INDUSTRY, RESPONSIBLE FOR THE BULK OF U.S. FARM PRODUCTS SOLD AND THE PURCHASE OF NEARLY 80% OF ALL FARM INPUTS. THEY MANAGE LARGE-SCALE COMMERCIAL FARM OPERATIONS WHILE LEADING AND INFLUENCING FARM AND COMMUNITY ORGANIZATIONS.

SAMPLE REQUIRED

UPDATED MONTHLY

THESE KEY INDIVIDUALS RELY ON HIGH TECH OFFICE EQUIPMENT IN THE OFFICE AND BARN. THEY MAKE DECISIONS ON NEW EQUIPMENT, MACHINERY, STORAGE FACILITIES, FEED, SEED, FERTILIZER AND HERIBICIDE, SOPHISTICATED HUSBANDRY EQUIPMENT, WIRELESS COMMUNICATION, GPS NAVIGATION SYSTEMS, AND FARM MANAGEMENT SOFTWARE. THESE INNOVATORS ALSO SEEK OUT INFORMATION TO KEEP UP WITH ADVANCES IN THE FIELD THROUGH SEMINARS, BOOKS AND CONFERENCES.

THESE SUBSCRIBERS LIVE IN RURAL AREAS, MAKING THEM DEPENDENT ON CATALOGS, DIRECT MAIL, AND INTERNET PURCHASES FOR HOME, FARM, AND BUSINESS. THEY'RE AFFLUENT FAMILIES THAT PURCHASE HOME DECORATING ITEMS, CLOTHING FOR WORK AND LEISURE, SPORTING GOODS, CATALOG FOODS, AND MORE. THEY ALSO REQUIRE THE GOODS AND SERVICES NECESSARY FOR LIFE ON THE FARM, INCLUDING VETERINARY AND PET SUPPLIES, SEED AND FERTILIZER, AUTOMOTIVE AND TRACTOR SUPPLIES, MAINTENANCE EQUIPMENT, HAND TOOLS, FENCING, OUTDOOR BUILDING EQUIPMENT, HEAVY MACHINERY, FARM IMPLEMENTS AND BARNS. THEY ARE EXCELLENT PROSPECTS FOR INSURANCE, FARM MANAGEMENT SERVICES, FINANCIAL OFFERS AND RETIREMENT AND SUCCESSION INTERESTS.

500+ ACRES CORN = 98,539
 500+ ACRES SOYBEANS = 89,966
 500+ ACRES WHEAT = 56,678
 500+ ACRES COTTON = 7,422

SOURCE: 100% DIRECT RESPONSE

(CONTINUED ON NEXT CARD)

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TOP PRODUCER MAGAZINE (CONT'D)

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
GENDER	\$10.00/M
ACREAGE OR HERD SIZE	\$15.00/M
CROPS GROWN	\$15.00/M
LIVESTOCK	\$15.00/M
REVENUE	\$15.00/M
TELEPHONES	\$50.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AGRI SUPPLY CATALOG	ENGINEERING SVCS CATALOGS	MAYO CLINIC
CAL FARLEY'S	FARM SHOW MAGAZINE	NEW LIFE INDY'S
CONSOLIDATED PLASTICS	GREEN MARKETS	NORTHERN TOOL
DISABLED AMERICAN VETS	GURNEY SEED & NURSERY	US POSTAL SERVICE
DIVINE WORD MISSIONARIES	HOBBY FARMS MAGAZINE	VALLEY VET SUPPLY
EXAPTA NO-TILL SOLUTIONS	MERITDIRECT D/B	

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