



VALLEY VET SUPPLY FARM CATALOG PIP

43,312 12 MONTH PACKAGE INSERTS \$55.00/M

UNIT OF SALE:
\$185.00 AVERAGE

LIVESTOCK PRODUCERS AND FARMERS WITH DISCRETIONARY INCOME WHO REGULARLY PURCHASE QUALITY PRODUCTS FROM THE VALLEY VET SUPPLY FARM & RANCH CATALOG.

GENDER: 50% MALE

MAXIMUM WEIGHT:
1/4 OUNCE

THESE FARMERS AND RANCHERS, LIVING RURAL LIFESTYLES, NEED RUGGED WESTERN APPAREL, FENCING AND BARN EQUIPMENT, LUBRICANTS, TOOLS AND MAINTENANCE SUPPLIES FOR THEIR MACHINERY TO MAINTAIN THE VIABILITY OF THEIR FARMS AND RANCHES.

MAXIMUM SIZE:
5.5 X 8.5

MAXIMUM INSERTS: 6

THEY ARE THE ORIGINAL "DO-IT-YOURSELF" AUDIENCE INVOLVED IN GARDENING, WOODWORKING, AUTOMOTIVE MAINTENANCE, TRACTOR REPAIR AND SMALL ENGINE RE-BUILDING. THE HOUSEHOLD IS COMFORTABLE WITH A CONSTANT NEED FOR HOME COOKING AND CANNING PRODUCTS AND COUNTRY CRAFTS FOR INTERIOR DECORATING AND RESALE AT FAIRS. MOST OWN PERSONAL COMPUTERS MAINTAINING THEIR OWN BOOKS ON OPERATIONS.

MINIMUM ORDER:
10,000

SAMPLE REQUIRED

ALL CARTONS MUST BE MARKED WITH MAILER NAME, KEY AND QUANTITY. CALL MIDWEST DIRECT MARKETING, INC. FOR SHIPPING INSTRUCTIONS AFTER ORDER HAS BEEN CLEARED. GEOGRAPHIC SELECTIONS ARE NOT AVAILABLE.

SOURCE: CATALOG BUYERS

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