

**AMERICAS FARMS & RANCHES MDM**

2,008,046	FARMS & RANCHES		\$75.00/M	
1,880,962	FARMS	ADD	\$10.00/M	GENDER: MOSTLY
132,047	RANCHES	ADD	\$10.00/M	MALE
777,511	OWNER/OPERATOR	ADD	\$10.00/M	
147,898	ABSENTEE OWNER	ADD	\$10.00/M	ADDRESSING:
423,181	SUBSCRIBERS	ADD	\$10.00/M	SEE SELECTIONS
789,176	MAIL ORDER BUYERS	ADD	\$10.00/M	
795,622	HOBBY FARMS	ADD	\$10.00/M	KEYING: 2.00/M
27,009	HORSE FARMS	ADD	\$10.00/M	
	EMAIL ADDRESSES - INQUIRE			

THIS UNIQUE DATABASE INCLUDES VIRTUALLY EVERY FARM AND RANCH IN AMERICA.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THESE FARMERS, RANCHERS AND AGRIBUSINESSMEN RELY ON THE TECHNOLOGY OF TODAY TO KEEP THEM INFORMED OF THE LATEST DEVELOPMENTS IN AGRIBUSINESS AND ACCOUNTING INFORMATION, WIRELESS COMMUNICATIONS, GOVERNMENT AND WEATHER RELATED ISSUES AFFECTING THEIR LIVELIHOODS AS WELL AS INSURANCE RELATED INFORMATION.

UPDATED ONLINE

THESE FARMERS AND RANCHERS ARE ALWAYS INTERESTED IN OFFERS RELATING TO VETERINARY CARE, SEED/FERTILIZERS AUTOMOTIVE AND TRACTOR SUPPLIES, MAINTENANCE EQUIPMENT, BARN AND OUTDOOR BUILDING EQUIPMENT AS WELL AS PRODUCTS PERTINENT TO THEIR RURAL FAMILY LIFESTYLES. MANY ENJOY HUNTING AND FISHING EITHER ON THEIR OWN LAND OR OTHER PARTS OF THE COUNTRY.

**CROP/LIVESTOCK SELECTIONS AT \$10/M INCLUDE:**

624,008	WHEAT	738,126	CORN	183,934	OATS
133,792	BARLEY	30,185	RICE	104,162	COTTON
8,718	WOOL	9,027	CANOLA	15,691	PEANUTS
579,829	SOYBEANS	22,095	SUNFLOWERS	5,296	FLAX
203,471	LIVESTOCK	52,618	DAIRY CATTLE		
246,711	SORGHUM	29,388	HOG FARMS		
TOBACCO	VEGETABLES	PEPPERS	SQUASH		
POTATOES	COFFEE	BEANS	CLOVER		
POULTRY	HAY/GRASS	WATERMELON	GRAPES		
GRAPES	FLOWERS	EXOTICS	ORANGES		
APPLES	FORAGE	HERBS	ALFALFA		
ONIONS	NUTS	LETTUCE	TREES		
FRUIT	PUMPKINS	BEEF	HOGS/SOWS		
SHEEP	FARM INCOME	CLASS 1A	NUMBER OF ACRES		
HERD SIZE	CERTIFIED ORGANIC				

**CONSUMER DEMOGRAPHICS AVAILABLE AT \$15/M INCLUDE:**

322,621	FEMALE BUYERS	276,123	CRAFT/HOBBIES
428,873	GARDENING	583,729	OUTDOOR
215,168	COLLECTIBLES	487,711	HEALTH/FITNESS
727,642	PC OWNER	1,426,213	CREDIT CARD USERS
322,869	FISHING	561,347	HUNTING

(CONTINUED ON NEXT PAGE)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: info@midwestdm.com

AMERICAS FARMS & RANCHES MDM (CONT'D)

727,641 MAIL ORDER BUYERS	145,875 POLITICAL CONSERVATIVE
34,698 POLITICAL LIBERAL	439,868 DONORS/CONTRIBUTORS
45,611 HEALTH DONOR	127,889 POLITICAL DONOR
84,437 RELIGIOUS DONOR	130,622 ENVIRONMENT DONOR
191,643 INTERNET BUYER	293,478 CATALOG BUYER
122,437 HORSE INTEREST	189,748 BIBLE READING
81,674 SOHO	334,429 DECORATING
346,517 SPORTS	729,531 EMAIL
183,229 CAT	245,694 DOG
24,134 TOBACCO USE	554,026 TRAVEL
132,689 RV TRAVEL	

EDUCATION LEVEL	HOME VALUE	HOMEOWNERS
CHILDREN AGE	MARITAL STATUS	ETHNICITY
PRESENCE OF CHILDREN	LENGTH OF RESIDENCE	

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.

SOURCE: 100% DIRECT MAIL RESPONDERS, DEPT. OF  
AGRICULTURE, FARM SUBSIDY DATABASE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
CROP SELECT	\$10.00/M
LIVESTOCK SELECT	\$10.00/M
ACREAGE	\$10.00/M
TELEPHONES	\$30.00/M
CONSUMER DEMOGRAPHICS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

\*\*\*USAGE\*\*\*

BOYS & GIRLS CLUBS	FARM JOURNAL MEDIA	PENTON MEDIA
CAL FARLEY'S BOYS RANCH	FARMERS BUSINESS NETWORK	PROGRESSIVE FARMER
CONSOLIDATED PLASTICS	INFOMRA MEDIA, INC	RUF STRATEGIC SOLU
CONSTRUCTION TRLR SPECIALIST	IROQUIS PRODUCTS	SELECT PUBLISHING
DODGE RAM	MEREDITH EXCELERATED	VALLEY VET SUPPLY
EQUINE AFFAIRE	NEBRASKA 4-H	VANCE PUBLISHING
	OLYMPIC VETERINARY	WISCONSIN 4-H

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