

**CANADIAN FARMS & RANCHES MDM**

110,127	FARMS & RANCHES		\$300.00/M	
97,528	CROP FARMERS	ADD	\$15.00/M	
60,391	CATTLE RANCHERS	ADD	\$15.00/M	
23,695	HOG FARMERS	ADD	\$15.00/M	GENDER: MOSTLY MALE

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

ADDRESSING: SEE  
SELECTIONS

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

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

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

SAMPLE REQUIRED

UPDATED ONLINE

CROP/LIVESTOCK SELECTIONS AT \$15/M INCLUDE:

97,627 CROP ALL	97,479 CULTIVATED ACRES
38,121 ALFALFA	25,793 CORN
48,079 BARLEY	17,446 CANOLA
53,824 WHEAT	4,379 SOYBEAN
60,391 ALL CATTLE	20,874 DAIRY CATTLE
42,100 BEEF CATTLE	22,208 FED CATTLE
23,695 HOGS/SOWS	

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 \$100.00 CANCELLATION FEE.

SOURCE: SUBSCRIBERS, FARM ROSTERS, REGISTRATIONS  
ONLINE PURCHASES, DIRECT MAIL, SURVEYS

SELECTIONS: PROVINCE, FSA, POSTAL CODE	\$10.00/M
CROP SELECT	\$15.00/M
LIVESTOCK SELECT	\$15.00/M
ACREAGE	\$15.00/M
TELEPHONES	\$125.00/M
SPECIAL KEY CODING	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

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

FARM SHOW PUBLISHING	GFK-DMR KYNETEC	PROSPECTS INFLUENTIAL
	POLARIS AG	WESTERN FINANCIAL

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

**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)