

**COUNTRY ESTATE LIVING**

410,438	12 MONTH ESTATE OWNERS	\$75.00/M	
176,187	SUBSCRIBERS	\$80.00/M	
308,629	MAIL ORDER BUYERS	\$80.00/M	GENDER: 85% MALE
56,004	EQUINE ESTATE OWNERS	\$80.00/M	
339,486	PET OWNERS	\$80.00/M	
	DOG = 316,003		
	CAT = 159,628		
	HORSES = 78,125		
	6 MONTH HOTLINE	ADD	\$5.00/M
	3 MONTH HOTLINE	ADD	\$10.00/M
	1 MONTH HOTLINE	ADD	\$15.00/M
	EMAIL ADDRESSES - INQUIRE		

THESE UPSCALE, RURAL RESIDENTS ARE HOMEOWNERS WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF \$100,000 LIVING ON 5 TO 50 ACRES OF LAND. DUE TO THEIR COUNTRY LIVING LIFESTYLE, MANY PLANT GARDENS, OWN 1 OR MORE HORSES, HAVE 1 OR MORE HOUSEHOLD PETS, AND HAVE A NEED FOR THE SAME EQUIPMENT AND SUPPLIES AS SMALL FARMERS. MOST OWN AT LEAST ONE HIGH-END PICK-UP TRUCK. MANY OWN ATV'S AND TRACTORS.

ADDRESSING:  
SEE SELECTIONS  
KEYING: \$2.00/M  
MINIMUM ORDER:  
5,000

THESE CONSUMERS ARE UPPER-MANAGEMENT, TECHNICAL AND PROFESSIONALS AND SOLE PROPRIETORS IN BUSINESS. THEY PURCHASED "BRAND NAME" LAWN MOWERS AND TRACTORS, HAVE ELABORATE FENCING AND ENTRY GATES AND PURCHASE OUTDOOR LIGHTING AND YARD ART FOR THEIR COUNTRY ESTATE.

SAMPLE REQUIRED  
UPDATED MONTHLY

THE FEMALES OF THE HOME PURCHASE UPSCALE FURNISHINGS AND ART. MANY DRIVE HIGH-END AUTOMOBILES. THEY ARE INTERESTED IN INVESTMENT, RETIREMENT AND TRUST FUND INFORMATION. THESE ARE "COUNTRY ESTATE" FOLKS WITH THE INCOME AND LIFESTYLE TO ENJOY AND PAMPER THEMSELVES WITH THE FINER THINGS IN LIFE.

## ADDITIONAL SELECTIONS:

VEGETABLE GARDENING	FLOWER GARDENING	CHILDREN'S AGE
WORKSHOP TOOLS	LANDSCAPING	BOATING
SWIMMING POOL	ALARM SYSTEM	UTV / ATV
MOTORHOME / RV		

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: FSA/MARKET RESEARCH/RESPONDERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

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

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