

**HOBBY FARMERS MDM**

841,986	HOBBY FARMERS		\$75.00/M	
407,692	MAIL ORDER BUYERS		\$10.00/M	GENDER: MOSTLY
287,117	SUBSCRIBERS		\$10.00/M	MALE
	6 MONTH HOTLINE	ADD	\$5.00/M	
	3 MONTH HOTLINE	ADD	\$10.00/M	ADDRESSING:
	1 MONTH HOTLINE	ADD	\$15.00/M	SEE SELECTIONS
	EMAIL ADDRESSES	INQUIRE		

KEYING: \$2.00/M

THESE RURAL HOMEOWNERS ENJOY THE COUNTRY LIFESTYLE AND ARE OWNERS OF PROPERTY WITH UNDER 50 ACRES. THESE SMALL FARMERS AND RANCHERS HAVE SIMILAR NEEDS AS THOSE EARNING THEIR LIVING OFF THE LAND.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

MANY PLANT GARDENS AND THEIR CHILDREN ARE INVOLVED IN LOCAL 4-H AND FUTURE FARMERS OF AMERICA CLUBS. MANY OWN SMALL HERDS OF CATTLE AND PIGS AND MANY HAVE SMALL POULTRY FLOCKS. THEY ALSO OWN HORSES AND ATV'S TO TAKE ADVANTAGE OF THEIR OPEN GROUND. THEIR HOME DECOR IS ACCENTED WITH COUNTRY AND WESTERN THEMES.

UPDATED MONTHLY

AGE, INCOME, PRESENCE OF CHILDREN, PHONES AND MANY OTHER DEMOGRAPHIC SELECTIONS ARE AVAILABLE ON THIS FILE.

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 PROGRAMS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
TELEPHONES	\$30.00/M
AGE, MOB	\$15.00/M
INCOME	\$15.00/M
DONORS	\$15.00/M
CROP/HERD/LIVESTOCK	\$15.00/M
CERTIFIED ORGANIC	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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