

**MISSOURI FARMERS**

81,355 ACTIVE FARMERS \$75.00/M  
 EMAIL ADDRESSES INQUIRE

THESE MID-WESTERN FARMERS AND RANCHERS ARE OWNERS AND OPERATORS INTERESTED IN FARM INSURANCE, NEW FARMING TECHNIQUES, ENVIRONMENTAL AND CONVERSATION ISSUES, LOCAL, STATE AND NATIONAL FARM NEWS AND TIPS FOR THE PRODUCTION, HARVEST AND SALES OF BOTH CROPS AND LIVESTOCK.

GENDER: MOSTLY MALE  
 ADDRESSING: SEE SELECTIONS

THESE CONSUMERS ARE PRIMARILY MARRIED MEN LIVING IN RURAL COMMUNITIES WITH A NEED FOR QUALITY TOOLS, RUGGED APPAREL, TRACTORS AND OTHER FARM EQUIPMENT TO MAINTAIN THEIR SELF-SUFFICIENT COUNTRY LIFESTYLE.

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

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.

SAMPLE REQUIRED  
 UPDATED MONTHLY

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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
CROP, ACRES, LIVESTOCK	\$15.00/M
AGE	\$15.00/M
INCOME	\$15.00/M
DONORS	\$15.00/M
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

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