

BACKYARD POULTRY

7,248 ACTIVE SUBSCRIBERS \$120.00/M UNIT OF SALE:
 NON-RECIPROCAL FEE + \$45.00/M \$25.00 AVERAGE
 GENDER: 76% MALE
 CAN SELECT

ADDRESSING:

FTP
 EMAIL

PUBLISHED BY COUNTRYSIDE PUBLICATIONS, LTD., AND
 LAUNCHED IN JANUARY 2006, BACKYARD POULTRY HAS
 QUICKLY BECOME THE LEADING PUBLICATION SERVING THE
 HOBBY FARM AND BACKYARD ENTHUSIASTS WHO RAISE AND
 CARE FOR A SMALL FLOCK OF CHICKENS, WATERFOWL,
 TURKEYS, GUINEAS OR OTHER TYPES OF POULTRY.

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

REGULAR FEATURES IN BACKYARD POULTRY INCLUDE
 ARTICLES WRITTEN BY WELL-KNOWN EXPERTS IN THE FIELDS
 OF POULTRY MANAGEMENT AND CARE, HOUSING, HEALTH AND
 NUTRITION, BREEDING, FINANCIAL OPPORTUNITIES, SHOW-
 CASING, YOUTH AND JUST FOR FUN.

SAMPLE REQUIRED

THRU: DECEMBER 24
 NEXT: JULY 25

BACKYARD POULTRY IS READ BY THE GROWING NUMBER OF
 COUNTRY-MINDED PEOPLE WHO SEEK A GREENER EXISTENCE
 THROUGH INCREASED LEVELS OF SELF SUFFICIENCY. MANY
 LIVE IN RURAL LOCATIONS AND VIRTUALLY ALL KEEP A
 FEW BIRDS FOR BEAUTY, EGGS, MEAT AND ENTERTAINMENT.

BACKYARD POULTRY HOBBYISTS ARE AN INTEGRAL PART OF
 THE GROWING COUNTRY LIFESTYLE MARKET. THEY NEED A
 WIDE VARIETY OF PRODUCTS AND SERVICES, TEND TO BE
 DO-IT-YOURSELFERS AND DEDICATED MAIL ORDER BUYERS
 INTERESTED IN PRODUCTS FOR THEIR CHICKENS, POULTRY,
 LIVESTOCK, DOGS AND CATS, GARDENS, SMALL FARMS,
 HOME IMPROVEMENTS AND HOMESTEAD PROJECTS.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR
 RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

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: DIRECT RESPONSE, PUBLICATIONS, DIRECT
 MAIL SOLD

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com

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BACKYARD POULTRY (CONTINUED)

SELECTIONS: STATE, SCF, ZIP	\$5.00/M
GENDER	\$5.00/M
NON-RECIPROCAL FEE	\$45.00/M
FTP DELIVERY	\$75.00
EMAIL DELIVERY	\$60.00

** USAGE **

BURGESS SEED & PLANT EARTH, SUN, MOON TRADING PREMIER 1 SUPPLIES

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