

**BACKYARD POULTRY**

10,870	ACTIVE SUBSCRIBERS		\$120.00/M	UNIT OF SALE:
5,452	60 DAY SUBSCRIBERS	+	\$10.00/M	\$25.00 AVERAGE
7,365	6 MONTH SUBSCRIBERS	+	\$5.00/M	
1,377	6 MONTH EXPIRES		\$70.00/M	GENDER: 76% MALE
	NON-RECIPROCAL FEE	+	\$45.00/M	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, SHOWCASING, YOUTH AND JUST FOR FUN.

SAMPLE REQUIRED

THRU: MARCH 21  
NEXT: JUNE 21

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

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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 \*\*

AMISH COOK BOOKS	FARMTEK	MOTHER EARTH NEWS
ARBICO ORGANICS	FOUR SEASONS NURSERY	NASCO
ATHLON MEDIA-NEW PIONEER	GEMPLER'S	NRA
BACKWOODS HOME	GRIT	OGDEN PUBLICATIONS
BURGESS SEED & PLANT	GROWERS SUPPLY	QC SUPPLY
CAPPERS	GURNEY SEED	RANDALL BURKEY
CHIEF RIVER NURSERY	JERRY BAKER PRODUCTS	REIMAN PUBLICATION
CLEARSPAN	JUNG SEED	SELF-RELIANCE PUB
COUNTRY MAGAZINE	LEHMAN'S	SHUMWAY
EARTH, SUN, MOON TRADING	LEM	STARK BROTHER NURS
EDWARD R. HAMILTON	MARY JANES FARM	STROMBERG'S CHICKS
EGGCARTONS.COM	MCMURRAY HATCHERY	VERMONT BEAN SEED
ENGINEERING SERVICES	MEYER HATCHERY	
	MILLER NURSERIES	

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