

**BACKYARD POULTRY**

7,927 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: APRIL 22  
 NEXT: AUGUST 22

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 \*\***

ATHLON MEDIA-NEW PIONEER	EARTH, SUN, MOON TRADING	PREMIER 1 SUPPLIES
BACKWOODS HOME	ENGINEERING SERVICES	QC SUPPLY
BURGESS SEED & PLANT	FARMTEK	SELF-RELIANCE PUB
CHIEF RIVER NURSERY	MARY JANES FARM	STROMBERG'S CHICKS

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