

BACKYARD POULTRY

17,864	ACTIVE SUBSCRIBERS		\$120.00/M	UNIT OF SALE:
17,739	ACTIVE PAID SUBSCRIBERS	+	\$15.00/M	\$25.00 AVERAGE
1,598	60 DAY SUBSCRIBERS	+	\$10.00/M	
5,924	6 MONTH SUBSCRIBERS	+	\$5.00/M	GENDER: 76% MALE
7,163	6 MONTH EXPIRES		\$70.00/M	CAN SELECT
	NON-RECIPROCAL FEE	+	\$45.00/M	

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: APRIL 19
NEXT: AUGUST 19

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
PAID	\$15.00/M
GENDER	\$5.00/M
NON-RECIPROCAL FEE	\$45.00/M
FTP DELIVERY	\$75.00
EMAIL DELIVERY	\$60.00

**** USAGE ****

AMISH COOK BOOKS	FOUR SEASONS NURSERY	MEYER HATCHERY
ARBICO ORGANICS	GEMPLER'S	MILLER NURSERIES
BACKWOODS HOME	GRIT	NASCO
CAPPERS	GROWERS SUPPLY	NRA
CHIEF RIVER NURSERY	GURNEY SEED	OGDEN PUBLICATIONS
CLEARSPAN	JERRY BAKER PRODUCTS	QC SUPPLY
COUNTRY MAGAZINE	JUNG SEED	RANDALL BURKEY
EDWARD R. HAMILTON	LEHMAN'S	REIMAN PUBLICATION
EGGCARTONS.COM	LEM	SHUMWAY
ENGINEERING SERVICES	MARY JANES FARM	STARK BROTHER NURSERY
FARMTEK	MCMURRAY HATCHERY	VERMONT BEAN SEED

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