

**CAROLINA FARMERS**

61,293 ACTIVE FARMERS (BOTH STATES) \$75.00/M  
 EMAIL ADDRESSES INQUIRE

CAROLINA FARMERS ARE INTERESTED IN ISSUES RANGING FROM FARM OPERATIONS, GOVERNMENTAL ISSUES AND LOCAL FARMING NEWS TO WEATHER, STOCKS AND RURAL LIFESTYLE SEGMENTS FOR ALL MEMBERS OF THE FAMILY.

GENDER: 98% MALE  
 CAN SELECT

ADDRESSING:  
 SEE SELECTIONS

THESE FARMERS HAVE TRADITIONAL FAMILIES THAT NEED QUALITY, AFFORDABLE PRODUCTS FOR THE HOME AND FARM. THESE FARMERS AND RANCHERS ARE TYPICAL DO-IT-YOURSELFERS WHO DEMAND THE BEST QUALITY TOOLS, EQUIPMENT, OUTDOOR APPAREL, INSURANCE AND FINANCIAL INVESTMENTS AND OTHER PRODUCTS THAT ACCENT THEIR RURAL LIFESTYLES.

KEYING: \$2.00/M

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

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.

UPDATED MONTHLY

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

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

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