

**COUNTRY ESTATE LIVING**

|         |                           |           |                  |
|---------|---------------------------|-----------|------------------|
| 410,089 | 12 MONTH ESTATE OWNERS    | \$75.00/M |                  |
| 174,936 | SUBSCRIBERS               | \$80.00/M |                  |
| 310,392 | MAIL ORDER BUYERS         | \$80.00/M | GENDER: 85% MALE |
| 57,264  | EQUINE ESTATE OWNERS      | \$80.00/M |                  |
| 340,107 | PET OWNERS                | \$80.00/M |                  |
|         | DOG = 315,984             |           |                  |
|         | CAT = 162,137             |           |                  |
|         | HORSES = 78,943           |           |                  |
|         | 6 MONTH HOTLINE           | ADD       | \$5.00/M         |
|         | 3 MONTH HOTLINE           | ADD       | \$10.00/M        |
|         | 1 MONTH HOTLINE           | ADD       | \$15.00/M        |
|         | EMAIL ADDRESSES - INQUIRE |           |                  |

THESE UPSCALE, RURAL RESIDENTS ARE HOMEOWNERS WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF \$100,000 LIVING ON 5 TO 50 ACRES OF LAND. DUE TO THEIR COUNTRY LIVING LIFESTYLE, MANY PLANT GARDENS, OWN 1 OR MORE HORSES, HAVE 1 OR MORE HOUSEHOLD PETS, AND HAVE A NEED FOR THE SAME EQUIPMENT AND SUPPLIES AS SMALL FARMERS. MOST OWN AT LEAST ONE HIGH-END PICK-UP TRUCK. MANY OWN ATV'S AND TRACTORS.

ADDRESSING:  
SEE SELECTIONS  
KEYING: \$2.00/M  
MINIMUM ORDER:  
5,000

THESE CONSUMERS ARE UPPER-MANAGEMENT, TECHNICAL AND PROFESSIONALS AND SOLE PROPRIETORS IN BUSINESS. THEY PURCHASED "BRAND NAME" LAWN MOWERS AND TRACTORS, HAVE ELABORATE FENCING AND ENTRY GATES AND PURCHASE OUTDOOR LIGHTING AND YARD ART FOR THEIR COUNTRY ESTATE.

SAMPLE REQUIRED  
UPDATED MONTHLY

THE FEMALES OF THE HOME PURCHASE UPSCALE FURNISHINGS AND ART. MANY DRIVE HIGH-END AUTOMOBILES. THEY ARE INTERESTED IN INVESTMENT, RETIREMENT AND TRUST FUND INFORMATION. THESE ARE "COUNTRY ESTATE" FOLKS WITH THE INCOME AND LIFESTYLE TO ENJOY AND PAMPER THEMSELVES WITH THE FINER THINGS IN LIFE.

**ADDITIONAL SELECTIONS:**

|                     |                  |                |
|---------------------|------------------|----------------|
| VEGETABLE GARDENING | FLOWER GARDENING | CHILDREN'S AGE |
| WORKSHOP TOOLS      | LANDSCAPING      | BOATING        |
| SWIMMING POOL       | ALARM SYSTEM     | UTV / ATV      |
| MOTORHOME / RV      |                  |                |

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.

SOURCE: FSA/MARKET RESEARCH/RESPONDERS

|                             |           |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M  |
| GENDER                      | \$6.00/M  |
| AGE OR INCOME               | \$10.00/M |
| ZIP TAPE SET UP FEE         | \$50.00   |
| ELECTRONIC DELIVERY         | \$50.00   |

CONTACT LIST MANAGER EMAIL: [Scott@midwestdm.com](mailto:Scott@midwestdm.com)

**Midwest Direct Marketing, Inc.**  
Midwestdm.com (913) 686-2220 Email: info@midwestdm.com