

HOMESTEAD LIVING

27,305	ACTIVE SUBSCRIBERS		\$110.00/M	UNIT OF SALE:
27,206	ACTIVE PAID SUBSCRIBERS	+	\$15.00/M	\$25.00 AVERAGE
6,972	6 MONTH SUBSCRIBERS	+	\$20.00/M	
5,273	6 MONTH EXPIRES		\$70.00/M	
	NON-RECIPROCAL FEE	+	\$45.00/M	

GENDER: 50/50
CAN SELECT

THESE SUBSCRIBERS ARE PART OF THE GROWING NUMBER OF COUNTRY MINDED PEOPLE WHO SEEK A GREENER EXISTENCE THROUGH INCREASED LEVELS OF SELF-SUFFICIENCY. FROM PRODUCING THEIR OWN FOOD TO ALTERNATIVE ENERGY, THESE ARE AVID DO-IT-YOURSELFERS.

WHETHER LIVING IN A RURAL SUBURBAN AREA OR ON SMALL ACREAGES, AND SUBSCRIBERS TO ONE OR MORE OF THE COUNTRYSIDE PUBLICATIONS, THESE FOLKS ARE INTERESTED IN ALL THINGS AGRICULTURAL AND NATURAL. MANY GROW FRUIT AND VEGETABLE GARDENS FOR THE HOMEMADE, ORGANIC HEALTHINESS OF THE FOOD. THEY PRESERVE THEIR CROPS THROUGH CANNING, CURING, SMOKING, FREEZING AND DRYING PROCESSES.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

MANY ARE HOBBY FARMERS THAT RAISE ALL TYPES OF ANIMALS INCLUDING CHICKENS AND OTHER FOWL, GOATS, SHEEP, HORSES, PIGS, CATTLE AND OTHER LIVESTOCK. THEY ENJOY THE EGGS, DAIRY PRODUCTS AND MEAT THESE ANIMALS PROVIDE AS WELL AS THE ENJOYMENT OF TRAVELING TO PARTICIPATE IN LOCAL AND STATE COMPETITIONS AND FAIRS. MANY DEVELOP SMALL AGRICULTURAL BUSINESSES ON THEIR FARMS.

SAMPLE REQUIRED

THRU: NOVEMBER 20
NEXT: MARCH 21

THEY HAVE A NEED FOR GARDENING TOOLS AND EQUIPMENT; FENCING; BARNs, COOPS AND OTHER MEANS OF SHELTER FOR THEIR LIVESTOCK; HEALTH TOPICS; VETERINARY CARE; TACK AND EQUIPMENT FOR THEIR SPECIFIC BREED OF LIVESTOCK; RUGGED APPAREL; PASTURE, LAWN AND LANDSCAPING TOOLS AND EQUIPMENT; AND MATERIALS FOR DO-IT-YOURSELF PROJECTS. THESE HOMESTEADERS ARE INTERESTED IN RESOURCE AND PROPERTY CONSERVATION; RECYCLING; HOME IMPROVEMENT; MONEY MANAGEMENT; ALTERNATIVE ENERGY; APPRENTICE SKILLS AND TRADES; HOME BUSINESSES AND MORE.

THEY ALSO ENJOY THE LOVE OF THE OUTDOORS AND RELATED ACTIVITIES LIKE HUNTING, FISHING, CAMPING, AND RV TRAVEL. THEY INSTILL FAMILY VALUES, HOME-STEADING IDEALS AND GOOD WORK ETHICS WITHIN THEIR FAMILY UNIT. THEY LIVE THE LIFE, GROW THE PRODUCE AND LIVESTOCK, EAT THE FOOD AND PROTECT THE NATURAL ENVIRONMENT. MANY DONATE TO ENVIRONMENTAL, CONSERVATION AND OTHER CHARITABLE CAUSES.

(CONTINUED ON NEXT PAGE)

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HOMESTEAD LIVING (CONTINUED)

DEMOGRAPHICS:

- * AVERAGE AGE OF 48 AND AVERAGE INCOME OF \$69,000
- * ALSO OWN DOGS AND CATS
- * 93% RESIDE IN RURAL, SMALL TOWNS, SUBURBAN AREAS
- * 77% ARE MARRIED
- * 95% INTERESTED IN FOOD PRESERVATION
- * 80% RAISE ANIMALS FOR FOOD PRODUCTION
- * 96% ENJOY COOKING
- * 91% INTERESTED IN ALTERNATIVE ENERGY SOURCES
- * 90% BUILD OUTBUILDINGS (SHEDS, BARNs, COOPS)
- * 81% HUNT AND FISH
- * 67% PARTICIPATE IN CAMPING OR RV TRAVEL

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 CANCELLATION FEE.

SOURCE: PUBLICATIONS, DIRECT MAIL SOLD

SELECTIONS: STATE, SCF, ZIP	\$5.00/M
GENDER	\$5.00/M
NON-RECIPROCAL FEE	\$45.00/M
FTP TRANSFER	\$75.00
EMAIL DELIVERY	\$60.00

** USAGE **

ARBOR DAY FOUNDATION	FRANK CAWOOD	SEEDS N SUCH
ATHLON MEDIA-NEW PIONEER	LOG HOME LIVING	SMALL FARM CANADA
CAPPERS	MARY JANES FARM	TEXAS HIGHWAYS MAG
COUNTRY LIVING	NUTRITION ACTION LETTER	THE TEACHING CO
EARTH SUN MOON TRADING	PROGRESSIVE FARMER	

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