

IOWA FARMERS

71,693 ACTIVE FARMERS \$75.00/M
 EMAIL ADDRESSES INQUIRE

THESE FARMERS AND RANCHERS FROM THE "BREAD BASKET"
 OF AMERICA ARE OWNERS AND OPERATORS OF THEIR RURAL
 LANDS. AS THEY ARE SELF-SUFFICIENT BUSINESSMEN, THEY
 MUST STAY INFORMED OF NEW FARMING TECHNIQUES, NEW
 AND IMPROVED TOOLS AND EQUIPMENT, ADVANCES MADE IN
 SEED, FEED AND FERTILIZERS AS WELL AS CONSERVATION,
 ENVIRONMENTAL, MARKET PRICING AND AGRI-POLITICS.

GENDER: MOSTLY
 MALE

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

DUE TO THEIR INDEPENDENT RURAL LIFESTYLES AND THE
 MIDWEST WEATHER CHANGES, THEY HAVE A NEED FOR BARN
 AND FENCING SUPPLIES, VETERINARY SUPPLIES, AUTO AND
 EQUIPMENT MAINTENANCE ITEMS. THE FAMILIES OF THESE
 LAND OWNERS PURCHASE HOME DECOR' WITH THE COUNTRY
 THEME AND PARTICIPATE IN MANY OUTDOOR SPORTS.

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

UPDATED MONTHLY

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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
CROP, LIVESTOCK, ACRES	\$15.00/M
AGE OR INCOME	\$15.00/M
DONORS	\$15.00/M
ELECTRONIC MEDIA	\$50.00

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