

AMERICAS FARMS & RANCHES MDM

2,008,071	FARMS & RANCHES		\$75.00/M	
1,879,962	FARMS	ADD	\$10.00/M	GENDER: MOSTLY
134,411	RANCHES	ADD	\$10.00/M	MALE
777,162	OWNER/OPERATOR	ADD	\$10.00/M	
149,589	ABSENTEE OWNER	ADD	\$10.00/M	ADDRESSING:
420,092	SUBSCRIBERS	ADD	\$10.00/M	SEE SELECTIONS
795,138	MAIL ORDER BUYERS	ADD	\$10.00/M	
795,829	HOBBY FARMS	ADD	\$10.00/M	KEYING: 2.00/M
34,134	HORSE FARMS	ADD	\$10.00/M	
	EMAIL ADDRESSES - INQUIRE			

THIS UNIQUE DATABASE INCLUDES VIRTUALLY EVERY FARM
AND RANCH IN AMERICA.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THESE FARMERS, RANCHERS AND AGRIBUSINESSMEN RELY
ON THE TECHNOLOGY OF TODAY TO KEEP THEM INFORMED
OF THE LATEST DEVELOPMENTS IN AGRIBUSINESS AND
ACCOUNTING INFORMATION, WIRELESS COMMUNICATIONS,
GOVERNMENT AND WEATHER RELATED ISSUES AFFECTING
THEIR LIVELIHOODS AS WELL AS INSURANCE RELATED
INFORMATION.

UPDATED ONLINE

THESE FARMERS AND RANCHERS ARE ALWAYS INTERESTED IN
OFFERS RELATING TO VETERINARY CARE, SEED/FERTILIZERS
AUTOMOTIVE AND TRACTOR SUPPLIES, MAINTENANCE
EQUIPMENT, BARNs AND OUTDOOR BUILDING EQUIPMENT AS
WELL AS PRODUCTS PERTINENT TO THEIR RURAL FAMILY
LIFESTYLES. MANY ENJOY HUNTING AND FISHING EITHER ON
THEIR OWN LAND OR OTHER PARTS OF THE COUNTRY.

CROP/LIVESTOCK SELECTIONS AT \$10/M INCLUDE:

623,941	WHEAT	738,111	CORN	183,747	OATS
133,613	BARLEY	30,172	RICE	104,158	COTTON
8,708	WOOL	9,008	CANOLA	15,683	PEANUTS
579,644	SOYBEANS	22,069	SUNFLOWERS	5,284	FLAX
203,398	LIVESTOCK	38,216	DAIRY CATTLE		
246,649	SORGHUM	29,245	HOG FARMS		
TOBACCO	VEGETABLES	PEPPERS	SQUASH		
POTATOES	COFFEE	BEANS	CLOVER		
POULTRY	HAY/GRASS	WATERMELON	GRAPES		
GRAPES	FLOWERS	EXOTICS	ORANGES		
APPLES	FORAGE	HERBS	ALFALFA		
ONIONS	NUTS	LETTUCE	TREES		
FRUIT	PUMPKINS	BEEF	HOGS/SOWS		
SHEEP	FARM INCOME	CLASS 1A	NUMBER OF ACRES		
HERD SIZE	CERTIFIED ORGANIC				

CONSUMER DEMOGRAPHICS AVAILABLE AT \$15/M INCLUDE:

322,598	FEMALE BUYERS	276,018	CRAFT/HOBBIES
428,741	GARDENING	583,644	OUTDOOR
215,097	COLLECTIBLES	487,525	HEALTH/FITNESS
727,586	PC OWNER	1,425,973	CREDIT CARD USERS
322,792	FISHING	561,222	HUNTING

(CONTINUED ON NEXT PAGE)

AMERICAS FARMS & RANCHES MDM (CONT'D)

727,539 MAIL ORDER BUYERS	145,737 POLITICAL CONSERVATIVE
34,674 POLITICAL LIBERAL	439,762 DONORS/CONTRIBUTORS
45,598 HEALTH DONOR	127,731 POLITICAL DONOR
84,311 RELIGIOUS DONOR	130,528 ENVIRONMENT DONOR
191,612 INTERNET BUYER	293,469 CATALOG BUYER
122,383 HORSE INTEREST	189,714 BIBLE READING
81,562 SOHO	334,407 DECORATING
346,429 SPORTS	729,501 EMAIL
183,117 CAT	245,683 DOG
24,116 TOBACCO USE	553,879 TRAVEL
132,618 RV TRAVEL	

EDUCATION LEVEL	HOME VALUE	HOMEOWNERS
CHILDREN AGE	MARITAL STATUS	ETHNICITY
PRESENCE OF CHILDREN	LENGTH OF RESIDENCE	

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 DATABASE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
CROP SELECT	\$10.00/M
LIVESTOCK SELECT	\$10.00/M
ACREAGE	\$10.00/M
TELEPHONES	\$30.00/M
CONSUMER DEMOGRAPHICS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

USAGE

CAL FARLEY'S BOYS RANCH	FARM JOURNAL MEDIA	IOWA CITIZENS FOR COMMUNITY
CONSERVATIVE CAUCUS	GOOD RX	NEBRASKA 4-H
EQUINE AFFAIRE	INFORMA MEDIA, INC	OLYMPIC VETERINARY