

AMERICAS FARMS & RANCHES MDM

2,007,642 FARMS & RANCHES		\$75.00/M	
1,879,436 FARMS	ADD	\$10.00/M	GENDER: MOSTLY
134,387 RANCHES	ADD	\$10.00/M	MALE
777,111 OWNER/OPERATOR	ADD	\$10.00/M	
149,565 ABSENTEE OWNER	ADD	\$10.00/M	ADDRESSING:
420,078 SUBSCRIBERS	ADD	\$10.00/M	SEE SELECTIONS
794,868 MAIL ORDER BUYERS	ADD	\$10.00/M	
795,722 HOBBY FARMS	ADD	\$10.00/M	KEYING: 2.00/M
34,104 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, BARN 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	52,587 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