

**AMERICAS FARMS & RANCHES MDM**

2,007,888	FARMS & RANCHES		\$75.00/M	
1,879,434	FARMS	ADD	\$10.00/M	GENDER: MOSTLY
134,389	RANCHES	ADD	\$10.00/M	MALE
777,141	OWNER/OPERATOR	ADD	\$10.00/M	
149,576	ABSENTEE OWNER	ADD	\$10.00/M	ADDRESSING:
420,084	SUBSCRIBERS	ADD	\$10.00/M	SEE SELECTIONS
841,096	MAIL ORDER BUYERS	ADD	\$10.00/M	
795,813	HOBBY FARMS	ADD	\$10.00/M	KEYING: 2.00/M
34,068	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	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](mailto: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