

COUNTRYSIDE & SMALL STOCK JOURNAL

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|--------|-------------------------|---|------------|------------------|
| 13,341 | ACTIVE SUBSCRIBERS | | \$100.00/M | UNIT OF SALE: |
| 13,302 | ACTIVE PAID SUBSCRIBERS | + | \$15.00/M | \$29.00 AVERAGE |
| 1,559 | 60 DAY SUBSCRIBERS | + | \$10.00/M | |
| 3,503 | 6 MONTH SUBSCRIBERS | + | \$5.00/M | GENDER: 46% MALE |
| 2,723 | 6 MONTH EXPIRES | | \$70.00/M | CAN SELECT |
| | NON-RECIPROCAL FEE | + | \$45.00/M | |

ADDRESSING:

EMAIL

FTP

PUBLISHED BY COUNTRYSIDE PUBLICATIONS LTD., AND
 FOUNDED IN 1917, COUNTRYSIDE AND SMALL STOCK JOURNAL
 IS THE GRANDFATHER OF RURAL LIVING MAGAZINES AND THE
 SOURCE FOR MODERN HOMESTEADING. THESE SUBSCRIBERS
 OWN SMALL TO MEDIUM SIZE ACREAGES AND HOBBY FARMS
 THAT ALLOW THEM ALL THE LUXURIES OF BECOMING MORE
 SELF SUFFICIENT. SUBSCRIBER ACTIVITIES AND INTERESTS
 INCLUDE GARDENING, COOKING, FOOD PRESERVATION, SMALL
 LIVESTOCK LIKE GOATS AND SHEEP, POULTRY, HORSES,
 OWNING DOGS AND CATS, DO-IT-YOURSELF PROJECTS,
 RESOURCE AND PROPERTY CONSERVATION, RECYCLING,
 HOME IMPROVEMENT, MONEY MANAGEMENT, ALTERNATIVE
 ENERGY, APPRENTICE SKILLS AND TRADES, HOME BUSINESS
 AND MUCH MORE.

KEYING: \$2.00/M

MINIMUM ORDER:

5,000

SAMPLE REQUIRED

THRU: NOVEMBER 20

NEXT: MARCH 21

REGULAR DEPARTMENTS INCLUDE: ALTERNATE ENERGY,
 COUNTRY CONVERSATION, THE GARDEN, THE GREENHOUSE,
 HANDS ON HOMESTEADING, HOMESTEAD KITCHEN, COUNTRY
 NEIGHBORS, THE ROOT CELLAR, THE WORKSHOP AND AFTER
 CHORES.

DEMOGRAPHICS:

AVERAGE AGE OF 48

93% RESIDE IN RURAL, SMALL TOWNS AND SUBURBAN AREAS

77% MARRIED

95% HAVE AN INTEREST IN FOOD PRESERVATION - CANNING,
 CURING, SMOKING, FREEZING, DRYING, ETC.

80% RAISE ANIMALS FOR HOME FOOD PRODUCTION

96% ENJOY COOKING

91% INTERESTED IN ALTERNATIVE SOURCES OF ENERGY -
 SOLAR, WIND, ETC.

90% BUILD SHEDS, BARNs, GARAGES, FENCES, ETC.

THESE SUBSCRIBERS ALSO DONATE TO ENVIRONMENTAL,
 CONSERVATION AND OTHER CHARITABLE CAUSES.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR
 RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

(CONTINUED ON NEXT PAGE)

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COUNTRYSIDE & SMALL STOCK JOURNAL (CONTINUED)

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 \$100.00 CANCELLATION FEE.

SOURCE: DIRECT RESPONSE, PUBLICATIONS, DIRECT MAIL SOLD

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$5.00/M |
| PAID SUBSCRIBERS | \$15.00/M |
| GENDER | \$5.00/M |
| NON-RECIPROCAL FEE | \$45.00/M |
| FTP DELIVERY | \$75.00 |
| EMAIL DELIVERY | \$60.00 |

**** USAGE ****

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|---------------------------|-----------------------|----------------------|
| 2ND AMEND. PROTECT. ACT | DULUTH TRADING | MCMURRAY HATCHERY |
| ACRES USA | EDWARD R. HAMILTON | MILLER NURSERIES |
| AMERICAN GUNSMITHING INST | ENGINEERING SERVICES | MOTHER EARTH NEWS |
| AMISH COOKS FAM. RECIPES | FARMTEK | NAT'L HOME GARDENING |
| ARBICO ORGANICS | FOUR SEASONS NURSERY | NAT'L RIFLE ASSN. |
| ARBOR DAY FOUNDATION | GARDENS ALIVE! | ODGEN PUBLICATIONS |
| ATHLON MEDIA-NEW PIONEER | GEMPLER'S | PROGRESSIVE FARMER |
| BACKWOODS HOME | GRIT | REIMAN PUBLICATIONS |
| BELVOIR PUBLICATIONS | GROWERS SUPPLY | RICHARD OWEN NURSERY |
| BURGESS SEED & PLANT | GURNEY SEED & NURSERY | SELF-RELIANCE PUB |
| CAPPERS | HEARST MAGAZINE | SHUMWAY SEEDS |
| CHIEF RIVER NURSERY | JERRY BAKER GARDNERS | SPALDING LABS |
| CLEARSPAN | JUNG SEED | STARK BROTHERS |
| CONSUMER REPORTS | LEHMANS | TAUNTON PRESS |
| COUNTRY LIVING MAGAZINE | MARY JANES FARM | WILLIAMS SONOMA |
| COUNTRY MAGAZINE | MCDONALD RANCH | WORLD WILDLIFE FUND |

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