

COUNTRYSIDE & SMALL STOCK JOURNAL

22,178	ACTIVE SUBSCRIBERS		\$100.00/M	UNIT OF SALE:
22,081	ACTIVE PAID SUBSCRIBERS	+	\$15.00/M	\$29.00 AVERAGE
2,366	60 DAY SUBSCRIBERS	+	\$10.00/M	
5,926	6 MONTH SUBSCRIBERS	+	\$5.00/M	GENDER: 46% MALE
6,213	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: APRIL 19

NEXT: AUGUST 19

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)

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com

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

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 **

2ND AMEND. PROTECT. ACT	DULUTH TRADING	MCDONALD RANCH
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
BACKWOODS HOME	GEMPLER'S	PROGRESSIVE FARMER
BELVOIR PUBLICATIONS	GRIT	REIMAN PUBLICATION
BURGESS SEED & PLANT	GROWERS SUPPLY	RICHARD OWEN NURSERY
CAPPERS	GURNEY SEED & NURSERY	SHUMWAY SEEDS
CHIEF RIVER NURSERY	HEARST MAGAZINE	SPALDING LABS
CLEARSPAN	JERRY BAKER GARDNERS	STARK BROTHERS
CONSUMER REPORTS	JUNG SEED	TAUNTON PRESS
COUNTRY LIVING MAGAZINE	LEHMANS	WILLIAMS SONOMA
COUNTRY MAGAZINE	MARY JANES FARM	WORLD WILDLIFE FUND

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com