

**COW - CALF PRODUCERS**

39,286 12 MONTH PRODUCERS \$85.00/M  
 EMAIL ADDRESSES - INQUIRE

GENDER: 95% MALE  
 CAN SELECT

THESE PRODUCERS HAVE AT LEAST 100 BEEF COWS, AND  
 HAVE AN AVERAGE OF 2,300 ACRES OF LAND. THEY RAISE  
 BEEF COWS, INVENTORY FEEDER CATTLE AND RAISE  
 STOCKER CATTLE. THESE PRODUCERS ARE THE KEY DECISION  
 MAKERS WHO PURCHASE EQUIPMENT, PRODUCTS, SUPPLIES,  
 AND SERVICES FOR THEIR BEEF OPERATIONS.

ADDRESSING:  
 SEE SELECTIONS

KEYING: \$5.00/M

THESE BUSINESS OWNERS ATTEND SEMINARS AND WORKSHOPS  
 AND UTILIZE ADVANCED TECHNOLOGY AND OFFICE EQUIPMENT.  
 THEY MAKE DECISIONS ON NEW EQUIPMENT, MACHINERY,  
 CATTLE BREEDING EQUIPMENT, FARM MANAGEMENT SOFTWARE,  
 STORAGE AND FEED TO INCREASE PRODUCTION.

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

UPDATED MONTHLY

BECAUSE OF THEIR RURAL LOCATIONS, THEY  
 RELY ON MAIL ORDER AND INTERNET PURCHASES FOR  
 HOME, OFFICE, AND RANCH. THESE HIGHLY RESPONSIVE  
 PRODUCERS REPLY TO OFFERS FOR DURABLE WORK  
 CLOTHING, SHOP TOOLS, FARM EQUIPMENT, PET SUPPLIES,  
 BARN EQUIPMENT, HOME AND GARDEN SUPPLIES, FINANCIAL  
 AND INSURANCE OFFERS, AND BOOKS AND VIDEOS.

BREED OF CATTLE SELECTABLE AT ADDITIONAL \$15/M  
ANGUS, HEREFORD, GELBVIEH, CHAROLAIS, ETC

SOURCE: 100% DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP CODE	\$6.00/M
AGE	\$10.00/M
GENDER	\$10.00/M
HERD SIZE	\$15.00/M
BREED	\$15.00/M
TELEPHONES	\$25.00/M
ELECTRONIC DELIVERY	\$50.00

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