

STATE NURSERY TREE BUYERS

49,560	TOTAL UNIVERSE	\$85.00/M	UNIT OF SALE:
13,521	12 MONTH BUYERS	\$95.00/M	\$250.00 AVERAGE

GENDER: 80% MALE
CAN SELECT

THESE STATE RESIDENTS HAVE PURCHASED A VARIETY OF SEEDLINGS FOR REFORESTATION, WINDBREAKS, EROSION CONTROL AND AESTHETICS AS WELL AS FOR WILDLIFE FOOD AND COVER.

ADDRESSING:
EMAIL
FTP

THEY HAVE PURCHASED FROM THE STATE NURSERIES IN IOWA, MINNESOTA, MISSOURI, VIRGINIA AND WISCONSIN. THESE STATE NURSERIES HAVE A MISSION TO PRODUCE HARDY, BAREROOT SEEDLINGS OF HIGH QUALITY, AND ARE REASONABLY PRICED FOR THE WOODLAND STEWARDS IN THEIR STATES.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

THESE TREE BUYERS ARE MOSTLY RURAL LAND OWNERS THAT ALSO PURCHASE GARDEN SEED AND TOOLS, TRACTORS, LAWN MOWERS AND PARTS AS WELL AS FEED FOR LIVESTOCK. THEY ARE HUNTERS, FISHERMAN, GARDENERS, FARMERS AND NATURAL RESOURCE ORIENTED INDIVIDUALS.

SAMPLE REQUIRED

THRU: DECEMBER 21
NEXT: JULY 22

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

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 MAIL BUYERS AND COMPILED

SELECTIONS: STATE, SCF, ZIP	\$5.00/M
GENDER	\$5.00/M
EMAIL	\$60.00
FTP	\$75.00

** USAGE **

AMERICAN FARMLAND TRUST
AMERICAN HORTICULTURAL SOC.
ARBOR DAY FOUNDATION

ENVIRONMENTAL DEFENSE
FORESTRY SUPPLIERS
FOUR SEASONS NURSERY

NAT'L GEOGRAPHIC SOCIETY
NAT'L PARKS CONSERV. ASSN

CONTACT LIST MANAGER EMAIL: dorothy@midwestdm.com