

COUNTRYSIDE PUBLICATIONS MASTERFILE

27,305	ACTIVE SUBSCRIBERS		\$110.00/M	UNIT OF SALE:
27,206	ACTIVE PAID SUBSCRIBERS	+	\$15.00/M	\$25.00 AVERAGE
6,972	6 MONTH SUBSCRIBERS	+	\$20.00/M	
5,273	6 MONTH EXPIRES		\$70.00/M	GENDER: 50/50 CAN SELECT

THE COUNTRYSIDE PUBLICATIONS MASTERFILE IS A UNIQUE GROUP OF HOBBY FARMERS AND HOMESTEADERS WHO SUBSCRIBE TO BACKYARD POULTRY, COUNTRYSIDE AND SMALL STOCK JOURNAL, GOAT JOURNAL OR SHEEP! MAGAZINE. THE READERS OF THESE TITLES ARE HOBBY FARMERS WHO DESIRE TO BECOME MORE SELF-SUFFICIENT BY RAISING THEIR OWN VEGETABLES AND LIVESTOCK.

ADDRESSING:
FTP
EMAIL

KEYING: \$2.00/M

THEY TYPICALLY LIVE ON ACREAGES OF LESS THAN 20 ACRES. THEY HAVE GARDENS AND RAISE ALL TYPES OF ANIMALS LIKE POULTRY, GOATS, SHEEP, HORSES, PIGS, AND CATTLE.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

OTHER INTERESTS INCLUDE DIY PROJECTS, RECYCLING, FOOD PRESERVATION, COOKING, HOMESCHOOLING AND ALTERNATIVE ENERGY. THEY ALSO ENJOY THE GREAT OUTDOORS AND RELATED ACTIVITIES LIKE FISHING, HUNTING, TRAPPING, SHOOTING, LANDSCAPING AND CAMPING. THEY HAVE, OR INTEND TO PURCHASE, BARNS, FENCING, CHAIN SAWS, LAWN MOWERS, SADDLES AND TRACTORS.

THRU: NOVEMBER 20
NEXT: MARCH 21

THEY INSTILL FAMILY VALUES, HOMESTEADING IDEALS AND GOOD WORK ETHICS WITHIN THEIR FAMILY UNIT. THE REWARD OF WORK IS WELL-BEING RATHER THAN MONEY.

DEMOGRAPHICS:

AVERAGE AGE 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 PUBLICATIONS MASTERFILE (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: PUBLICATIONS, DIRECT MAIL SOLD

SELECTIONS: STATE, SCF, ZIP	\$5.00/M
RECENCY	\$20.00/M
PAID SUBSCRIBERS	\$15.00/M
GENDER	\$5.00/M
NON-RECIPROCAL FEE	\$45.00/M
FTP TRANSFER	\$75.00
EMAIL DELIVERY	\$60.00

** USAGE **

ARBOR DAY FOUNDATION	FRANK CAWOOD	SEEDS N SUCH
CAPPERS	LOG HOME LIVING	SMALL FARM CANADA
COUNTRY LIVING	MARY JANES FARM	TEXAS HIGHWAYS MAGAZINE
EARTH SUN MOON TRADING	PROGRESSIVE FARMER	THE TEACHING COMPANY

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