

COUNTRYSIDE & SMALL STOCK JOURNAL

8,647	ACTIVE SUBSCRIBERS	\$100.00/M	UNIT OF SALE:
	NON-RECIPROCAL FEE	+ \$45.00/M	\$29.00 AVERAGE
			GENDER: 46% MALE
			CAN SELECT

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 22

NEXT: AUGUST 22

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, BARNES, 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

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

**** USAGE ****

ACRES USA	BURGESS SEED & PLANT	FARMTEK
ATHLON MEDIA-NEW PIONEER	CHIEF RIVER NURSERY	SELF-RELIANCE PUB
BACKWOODS HOME	ENGINEERING SERVICES	SPALDING LABS

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