

# Today's Farmers & Ranchers Who Shop By Mail

869,026 TOTAL UNIVERSE / BASE RATE \$95.00/M  
50,033 Monthly Hotline + \$10.00/M

## LIST TYPE

Consumer



## Description:

These Farmers & Ranchers take advantage of the convenience of shopping by mail. Whether they are shopping for home and garden items, children's products and insurance or for supplies and equipment for their business they enjoy the variety of products at their fingertips and the flexibility of shopping when it suits them and not being restricted to store hours and what is in stock. Their busy lives and rural locations make these farmers and ranchers excellent prospects for mail order, catalog and online shopping as well subscriptions, fundraising and more.

**MOB by Category:** +\$10.00/M each

Apparel  
Books  
Food  
Gardening  
General Merchandise  
Gifts

Please inquire for other categories and counts

## SELECTS

Acreage	\$10.00/M
Age	\$6.00/M
Bankcard Holders	\$10.00/M
Crop	\$10.00/M
Donors	\$7.50/M
Fishing	\$10.00/M
Gender	\$6.00/M
Grandparents	\$10.00/M
Health & Fitness	\$7.50/M
Hunting	\$10.00/M
Income	\$6.00/M
Insurance	\$10.00/M
Livestock	\$10.00/M
Magazine Subscribers	\$7.50/M
Marital Status	\$5.00/M
MOB by Category	\$10.00/M
Online Shoppers	\$10.00/M
Opportunity Seekers	\$7.50/M
State, Zip, SCF	\$5.00/M

## Source:

**Government - from Federal Down to County Level, Partnerships with Agricultural Companies and Data Companies and Self-Reported**

## Additional Notes:

**Payment:** VISA and MasterCard accepted.

**Pre-payment:** Required for NEW clients.

**Cancellation:** Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

Please inquire for additional selects.

## MINIMUM ORDER

Postal: 10,000

## DEMOGRAPHICS

62% Female  
38% Male  
Median Age: 45  
Median Household Income: \$50,000

## ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M



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