

Direct Target Marketing



WHY DIRECT TARGET MARKETING?

Selective marketing enables your Dealership to single out those customers within a certain segment that your products and services cater to the most. Based on their geography, age, farm size or gross farm income, your Dealership can directly target them and make sure they see your message.

WHY PARTNER WITH FARM JOURNAL?

Farm Journal holds the most current and comprehensive database of agriculture producers in the U.S. With over 4 million historical producer records on file, the FarmReach database includes approximately 1,600,000 active decision makers across all segments of U.S. agriculture.

Producer
<ul style="list-style-type: none">•1,600,000 individuals•420,000 with livestock•360,000 self-reported•26,000 organics

Channel
<ul style="list-style-type: none">•326,000 applicators•38,000 retailers•140,000 linked to producers as primary

Digital
<ul style="list-style-type: none">•300,000 emails•100,000 mobiles•100,000 Twitter•535,000 Facebook

Each Farm Journal database name is directly qualified by the producers themselves based on these important criteria:

- Decision-Maker Status (Owner, Operator, Farm Manager, etc.)
- Precise Crop and Livestock Demographics
- Operational and Technical Information

TARGETING OPTIONS

Data can be segmented to fit your needs

- ✓ Type of Crops Grown/Livestock in the Operation
- ✓ Sizing of Farming Operation (by crop acreage and/or livestock herd size)
- ✓ Location (State, County and Zip Code)
- ✓ Additional Segmentation Available
 - Age of Producer
 - Tillage Habits
 - Irrigation Habits
 - Gross Farm Income (estimate)

FARM JOURNAL GUARANTEE

Farm Journal uses the most current software to assure address quality and file hygiene. That's why their list rentals are backed by a 100% deliverable guarantee!

PRICING

List Rental Options	Pricing
Includes geography, crops, size of farming operation	Cost per 1,000 records
1x use in one year	\$115.00
2x use	\$201.25
3x use	\$281.75
4x use	\$350.75
Unlimited use for one year	\$400.00

List Rental Options with Phone	Pricing
	Cost per 1,000 records
1x use in one year	\$140.00
2x use	\$245.00
3x use	\$343.00
4x use	\$427.00
Unlimited use-1 year	\$450.00

KEYS TO DIRECT MAIL SUCCESS

- ✓ Target the right audience
- ✓ Tailor your message to your audience
- ✓ Make sure there is a "Call to Action"

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ContactMeButton[1].htm



Month, day, year

Name:

Title:

Name of Business:

Street Address:

City, state, zip

List order count request

Description

- Please provide counts of farmer/producers in the State(s) of _____,
Counties _____.
- Requesting counts of only those farming operations that have at least _____ acres (total number) of -
_____ (Crop).

License Term:

(Start/end dates)

Anticipated number of mailings over a 12 month period:

(1, 2, 3, 4 or unlimited)

Please provide cost estimate to:

- Name
- Signature
- Title
- Phone
- Email address

Please forward to: Jon Miducki

Farm Journal Data and Research Lead

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