



## F.A.R.M. - FARM, AGRICULTURAL, RURAL, MASTERFILE

### 4.1mm - Farm Owner/Operators, Agricultural Companies and Rural Households

F.A.R.M. is one of the largest, most comprehensive agricultural file on the market, filled with generations of farm and ranch owner/operators, owners and decisionmakers in companies that support the agricultural industry and families that are the heartland of Rural America.

F.A.R.M. is a multi-sourced data resource that includes the USDA FSA database, buyers of agricultural products, subscribers to rural and agricultural publications, online and offline transactions, registrants and survey respondents. Agricultural selects include total acreage size, type of crops grown by acreage size, livestock produced, government subsidy amounts. Agricultural businesses and corporate farms are enhanced with business firmographics such as sales volumes, number of employees, multiple contacts with email, etc.

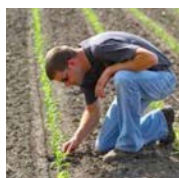
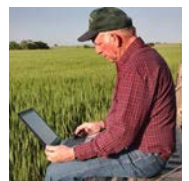
These owner/operators of farms and ranches not only run a farm, they run a business and are great prospects for all business related products and services, farm and safety equipment, pesticides, transportation services, insurance, PC supplies as well as general consumer merchandise for their families.

## MULTI-CHANNEL TARGETING

### 800K - Emails

Reach Agriculture Professionals and Farmers by email, mail or phone channels.

Build a multi-channel campaign by utilizing our turn key email solutions.



## DEMOGRAPHICS

Age  
Gender  
Income  
Marital Status  
Number of Children in Household

## LIFESTYLE INTERESTS

Catalog Buyers  
Hobbies  
Pets  
Donors  
Do it Yourself

## FIRMOGRAPHICS

Years in Business  
Sales Volume  
Number of Employees  
SIC / NAICS Codes

## FARMOGRAPHICS

Farm Owners / Operators  
Farm Size  
Farm Type (Farm, Orchard, Vineyard)  
Crop Size / Type of Crop (Including specialties like Citrus, Almonds, etc.)  
Number of Livestock / Type of Livestock (Cattle, Hogs, Chickens, etc.)

