

**125,000 WEEKLY READERS
PROVED THEM RIGHT...**

**Here's The Results Of The
1983 STARCH FARM MARKET REPORT**

Based On The 63 Major U.S. Farm Publications

Lancaster Farming

READER INVOLVEMENT

according to the 1983 Starch Report

No. 1* IN READER ACTION for discussing the advertised product or service. Your ad gets the attention it deserves.

No. 3* With the number of readers who actually cut out ads for positive action . . . intending to buy your product.

No. 3* PUBLICATION'S IMPORTANCE IN OPERATING A FARM. Number 3 in the mean ratings and a close 4th in the "10-9 very important" rating column . . . far ahead of the other publications listed!

No. 6* IN TIME SPENT WITH EACH ISSUE. Readers spend an average of 144.4 minutes reading each weekly issue. Remember, this happens 52 times a year!

* Ratings from the 1983 Starch Profile of Farm Markets and the 63 Major Publications Serving Them.

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