

LANCASTER FARMING... The Most Useful Tool On The Farm!

**NOW...
150,000 Weekly
Readers And Growing!**

In 1983, 125,000 weekly readers rated Lancaster Farming a very important tool in the operation of their farms. Now, in 1987, 150,000 readers say we're even better. Compare the results of the STARCH REPORTS below and decide for yourself where you get the most from your advertising dollars!

1983 STARCH FARM MARKET REPORT

Based on the 63 Major U.S. Farm Publications



- 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. In a rating system of 1 to 10, Lancaster Farming was 7.1 compared to the No. 1 rating of 7.6.
- 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.

1987 STARCH FARM MARKET REPORT

Based on the 63 Major U.S. Farm Publications



- No. 1*** With the number of readers who actually cut out ads for positive action... intending to buy your product.
- No. 1*** IN VISITS TO DEALERS to see your products. Double the number of most publications.
- No. 2*** IN READER ACTION for discussing the advertised product or service. Your ad gets the attention it deserves.
- No. 3*** IN TIME SPENT WITH EACH ISSUE. Readers spend an average of 137 minutes reading each weekly issue. Remember, this happens 52 times a year!

* Ratings from the 1987 Starch Profile of Farm Markets and the 63 Major Publications serving them.

(STARCH - A Nationally Recognized Print Media Rating Organization)

Advertisers, Increase Your Sales... CALL US NOW

LANCASTER FARMING enjoys the highest advertising lineage of any agricultural publication of its kind.



22 E. Main Street Lititz, PA 17543
(717) 626-1164 or (717) 394-3047

Covering the RICHEST agricultural area in the East every Saturday