

# SHUMWAY'S SEED CATALOGUE

Established in 1870, RH Shumway's Seed Catalogue still provides today's gardener with quality seeds for their garden. Built on old-fashioned value, customers will find genuine heirlooms, as well as, today's favorites. The catalog carries flower, vegetable, ornamental grass, herbs and rare flower seeds. Catering to the organic gardener, Shumway's is proud to provide non-genetically modified organisms.

## Counts

29,740      12 month buyers      \$ 90/M  
Names online – updated daily.

## Customer Profile

Rural:            most                      Average Order: \$35  
Homeowner:    98%                      Average Age:    55+  
Female:          55%

## Selections

State              \$7/M                      Sex                      \$10  
Run Charges:    \$8/M                      Rush charge        \$100/flat

## Format Choices:

E-mail                                      \$50/flat

## Source:

Direct Media:    85%                      Space: 15%

## Additional Information

- Minimum order: 5,000 - no deductions below minimum allowed
- 20% commission to recognized brokers.
- A sample mail piece required for approval.
- **\*\*No telemarketing allowed.\*\***
- All orders placed are on reciprocal rental/exchange basis.
- Cancelled orders are subject to a \$100/F cancellation fee plus run charges and shipping. All orders cancelled after the mail date or merge is required to pay in full.
- 72 hours required for order processing after client/ order approval.

## Usage

American Horticultural Society  
Dixondale Farms  
Hobby Farms  
Mantis  
National Home Gardening  
Vernon Barnes

Backyard Living  
Dutch Gardens  
Horticulture Magazine  
Mother Earth News  
Native American Seed

Browns Onion Farm  
Farm tek /tek supply  
Indiana Botanic  
Musser Forests  
Stark Brothers



<http://www.rhshumway.com>



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MARKETING  
GROUP**

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