



REACHING THE ACTUAL FARM MARKET

The fourth of four advertisements descriptive of The Country Gentleman

The farm market is very important to most manufacturers. But its true character is generally misunderstood.

For example, we are accustomed to thinking of all rural communities as farming communities—"rural" being applied by the census to all places under 2500 population. By this classification Metropolitan New York contains 182,000 "rural" residents. Most of these persons trade in the city and have city standards.

The census also tells us that 53.7% of our population is rural. But 30% of the rural population is close to metropolitan cities and susceptible to urban trade influence.

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If you should reach with your sales effort every farm in the United States, you would still be missing a huge proportion of the actual farm market. For about 50% of the farm land of the country is controlled or owned by residents of towns and cities. These absentee owners usually do all buying of permanent improvements and often dictate the regular purchases. And they are continually making suggestions and inspiring their tenants or managers.

The manufacturer who wishes to sell the entire farm market must somehow reach these absentee owners, because they represent particularly high buying power.

For a farm paper to reach them and obtain them as subscribers is difficult. You cannot canvass cities from house to house to search out the owners of farms.

The Country Gentleman, however, has been enabled to reach such owners because it had a well-developed individual distributing organization. Through this organization, consisting of more than 2000 district agents and 50,000 boy agents in cities and towns of all sizes, The Country Gentleman is displayed on newsstands and carried directly to homes and offices and sold at five cents per copy each week. By this means, it has been brought to the attention of farm owners living in urban communities with a force which would otherwise have been impossible.

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The large number of city residents who own or are interested in farms is well illustrated by recent investigation in the following cities: Chicago, Canton, O., Indianapolis, Des Moines, Kansas City, Mo. Letters were sent to 3000 Country Gentleman subscribers living in these cities, and replies were received from 1262.

Of those who replied, 691, or 55%, owned farms. 60 of these owned more than one farm.

Of those not owning farms, 289, or 41%, said that they intended to purchase, and 101 more that they hoped to do so.

Bear in mind that these were Country Gentleman subscribers, living in large cities.

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Most farms are so inaccessible that the cost of canvassing for full price subscriptions is prohibitive. The large percentage of Country Gentleman subscribers who live on R. F. D. routes was not obtained by canvassing.

The publisher—like any other manufacturer—must reach the farmer where he congregates, in the towns and cities where he goes to do his daily or weekly buying. Here again the sales organization of The Country Gentleman has been effective. The farmer when he comes to town cannot always be singled out and approached for a subscription. But he does pass newsstands and meet boys on the street.

He buys a copy one week, is interested and buys again. After he has bought single copies at five cents for some time he becomes a subscriber, because the yearly subscription is cheaper. The sales organization is in this way a feeder for permanent sales.

The individual sales organization, therefore, involves both a promotion and a distribution—a method of reaching the actual owners of farms wherever they may be.

There is a great advantage to the advertiser in the influence which such a distribution exerts not only upon the consumer, but also upon the town and country merchant. Country Gentleman circulation is visible circulation. The dealer sees the paper on the newsstands and in the hands of boys. He sees farmers buying it. He sees them reading it. He knows that it is a factor in his community. It is borne in on him that its advertising columns have an influence upon his own customers. The inference is obvious.

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The advertiser who wishes to reach the actual farm market will do well to consider (1) the character and location of the more profitable parts of that market and (2) the effectiveness of the methods by which The Country Gentleman carries his message to that market.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman