

AEROSPORT REGISTERED AIRCRAFT OWNERS

240,007	AIRCRAFT OWNERS BY TYPE		\$50.00/M
187,943	PRODUCT BUYERS	ADD	\$15.00/M
	6 MONTH HOTLINE	ADD	\$5.00/M
	3 MONTH HOTLINE	ADD	\$10.00/M
	1 MONTH HOTLINE	ADD	\$15.00/M
	EMAIL ADDRESSES	INQUIRE	

GENDER: 85% MALE
CAN SELECT

AIRCRAFT OWNERS...WE SAY THAT UNASSUMINGLY.
THESE PEOPLE OWN AIRPLANES, HELICOPTERS, BALLOONS,
GLIDER PLANES, EXPERIMENTAL ULTRALIGHTS, AEROBATIC
PLANES AND OTHERS. OVER 130,000 OF THESE AIRCRAFT
ARE PERSONALLY OWNED, WHICH MEANS HIGHLY DISPOSABLE
INCOME. THESE FOLKS SPEND LARGE AMOUNTS OF MONEY
ANNUALLY ON THEIR AIRPLANES AND THE EQUIPMENT TO
KEEP THEM AIRBORNE.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

CORPORATE AND PARTNERSHIP OWNERS MAKE UP THE BALANCE
OF THE FILE. PERFECT PROSPECTS FOR YOUR BUSINESS TO
BUSINESS MAILERS. CORPORATELY OWNED PLANES CERTAINLY
TRANSLATES INTO FORTUNE 5,000 COMPANIES, DECISION
MAKERS "ON THE GO". TAILOR YOUR MAILING TO THE
SPECIFIC AUDIENCE BY USING ONE OR MORE OF THE MANY
SELECTIONS AVAILABLE.

SAMPLE REQUIRED

UPDATED MONTHLY

ADDITIONAL SELECTIONS AVAILABLE AT \$10.00/M:

127,713 INDIVIDUAL OWNERS
54,861 CORPORATE OWNERS
38,127 PARTNERSHIPS/CO-OWNERSHIPS

TYPE OF AIRCRAFT:

42,905 MULTI-ENGINE CRAFT OWNERS
19,866 SINGLE-ENGINE CRAFT OWNERS
4,327 GLIDER OWNERS
8,894 HELICOPTER OWNERS
6,722 BALLOON OWNERS

TYPE OF ENGINE:

174,986 OWNERS OF PROPELLER AIRCRAFT
7,502 OWNERS JET AIRCRAFT

APPROVED OPERATION:

87,943 NORMAL
14,126 UTILITY
671 ACROBATIC
2,729 TRANSPORT
921 GLIDER
3,998 BALLOON

AIRWORTHINESS CLASSIFICATION:

154,024 STANDARD
4,107 RESTRICTED
16,642 EXPERIMENTAL/AMATEUR BUILT

(CONTINUED ON NEXT PAGE)

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com

AEROSPORT REGISTERED AIRCRAFT OWNERS (CONT'D)

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE
ARE REQUIRED TO BE PAID IN FULL.
ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: REGISTRATION FILES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
OTHER SELECTS	\$6.00/M
MULTI CRAFT OWNERS	\$10.00/M
AGE OF AIRCRAFT	\$10.00/M
6 MONTH HOTLINE	\$5.00/M
3 MONTH HOTLINE	\$10.00/M
1 MONTH HOTLINE	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com