

AMERICA'S FAVORITE HOBBIES

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|-----------|--------|----------------------|---|-----------|-----------------|
| 2,445,622 | 12 MO. | HOBBY HOUSEHOLDS | | \$70.00/M | |
| 264,123 | 12 MO. | BICYCLING | + | \$10.00/M | |
| 626,596 | 12 MO. | BIRD WATCHING | + | \$10.00/M | MOSTLY MALE |
| 488,622 | 12 MO. | BOATING/SAILING | + | \$10.00/M | CAN SELECT |
| 349,174 | 12 MO. | CAMPING/HIKING | + | \$10.00/M | |
| 434,228 | 12 MO. | FISHING | + | \$10.00/M | ADDRESSING: |
| 291,776 | 12 MO. | GARDENING | + | \$10.00/M | EMAIL/FTP |
| 438,129 | 12 MO. | GOLF | + | \$10.00/M | CD ROM |
| 359,787 | 12 MO. | KNITTING/QUILTING | + | \$10.00/M | DISKETTE |
| 372,245 | 12 MO. | NEEDLECRAFT/SEWING | + | \$10.00/M | |
| 782,196 | 12 MO. | PHYSICAL FITNESS | + | \$10.00/M | KEYING: 2.00/M |
| 398,511 | 12 MO. | PHOTOGRAPHY | + | \$10.00/M | |
| 569,696 | 12 MO. | RACING ENTHUSIAST | + | \$10.00/M | MINIMUM ORDER: |
| 253,143 | 12 MO. | SCRAPBOOKING | + | \$10.00/M | 5,000 |
| 195,005 | 12 MO. | SKIING/SNOW OR WATER | + | \$10.00/M | |
| 564,224 | 12 MO. | TENNIS | + | \$10.00/M | SAMPLE REQUIRED |
| 1,480,764 | 12 MO. | TV SPORTS FANATICS | + | \$10.00/M | |
| 385,128 | 12 MO. | WINE APPRECIATION | + | \$10.00/M | |
| | 6 MO. | HOTLINE | + | \$5.00/M | |
| | 3 MO. | HOTLINE | + | \$10.00/M | |
| | 1 MO. | HOTLINE | + | \$15.00/M | |

EMAIL ADDRESSES - INQUIRE

THESE CONSUMERS SPEND THEIR PRECIOUS LEISURE TIME BY ACTIVELY PARTICIPATING IN THEIR FAVORITE HOBBIES. WHETHER IT BE OUTDOOR SPORTS PARTICIPATION OR FOLLOWING BASEBALL, FOOTBALL, NASCAR, BASKETBALL OR HOCKEY ON TV, THESE ENTHUSIASTS ARE SERIOUS ABOUT THEIR HOBBIES.

UPDATED MONTHLY

WITH AN AVERAGE INCOME OF \$75,000 AND AN AVERAGE AGE OF 40, THESE BUSY CONSUMERS ARE ALWAYS INTERESTED IN OFFERS THAT FURTHER THEIR KNOWLEDGE OF THEIR FAVORITE HOBBY.

DEMOGRAPHIC SELECTIONS AVAILABLE ON THIS FILE AT AN ADDITIONAL \$15/M INCLUDE:

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|------------------|--------------------------|
| AGE | CREDIT CARD BY TYPE |
| INCOME | LENGTH OF RESIDENCE |
| GENDER | PRESENCE OF CHILDREN |
| PC OWNER | CHILDREN'S AGE RANGE |
| HOMEOWNER | PET OWNERSHIP/DOG OR CAT |
| MAIL ORDER BUYER | |

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AMERICA'S FAVORITE HOBBIES (CONTINUED)

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: DIRECT RESPONSE

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| DEMOGRAPHIC SELECTIONS | \$15.00/M |
| 6 MONTH HOTLINE | \$5.00/M |
| 3 MONTH HOTLINE | \$10.00/M |
| 1 MONTH HOTLINE | \$15.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

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