

**AMERICA'S FAVORITE HOBBIES**

2,446,137	12 MO.	HOBBY HOUSEHOLDS		\$70.00/M	
264,829	12 MO.	BICYCLING	+	\$10.00/M	
626,934	12 MO.	BIRD WATCHING	+	\$10.00/M	MOSTLY MALE
489,122	12 MO.	BOATING/SAILING	+	\$10.00/M	CAN SELECT
349,866	12 MO.	CAMPING/HIKING	+	\$10.00/M	
434,781	12 MO.	FISHING	+	\$10.00/M	ADDRESSING:
293,047	12 MO.	GARDENING	+	\$10.00/M	EMAIL/FTP
439,035	12 MO.	GOLF	+	\$10.00/M	CD ROM
359,911	12 MO.	KNITTING/QUILTING	+	\$10.00/M	DISKETTE
372,643	12 MO.	NEEDLECRAFT/SEWING	+	\$10.00/M	
782,827	12 MO.	PHYSICAL FITNESS	+	\$10.00/M	KEYING: 2.00/M
398,754	12 MO.	PHOTOGRAPHY	+	\$10.00/M	
569,981	12 MO.	RACING ENTHUSIAST	+	\$10.00/M	MINIMUM ORDER:
253,768	12 MO.	SCRAPBOOKING	+	\$10.00/M	5,000
195,642	12 MO.	SKIING/SNOW OR WATER	+	\$10.00/M	
564,644	12 MO.	TENNIS	+	\$10.00/M	SAMPLE REQUIRED
1,481,487	12 MO.	TV SPORTS FANATICS	+	\$10.00/M	
385,769	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:

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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**Midwest Direct Marketing, Inc.**

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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

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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