

AMERICAS DO-IT YOURSELFERS

985,111	DO-IT-YOURSELFERS		\$70.00/M	
772,596	AUTOMOTIVE REPAIR	ADD	\$10.00/M	
582,847	HOME IMPROVEMENT	ADD	\$10.00/M	
684,993	WOODWORKING	ADD	\$10.00/M	GENDER MOSTLY MALE
194,422	DIY PUB SUBSCRIBERS	ADD	\$10.00/M	CAN SELECT
329,564	PRODUCT BUYERS	ADD	\$10.00/M	
138,012	INTERNET BUYERS	ADD	\$10.00/M	ADDRESSING:
	6 MONTH HOTLINE	ADD	\$5.00/M	CD ROM
	3 MONTH HOTLINE	ADD	\$10.00/M	DISKETTE
	1 MONTH HOTLINE	ADD	\$15.00/M	MODEM/FTP
	EMAIL ADDRESSES	INQUIRE		

THESE CONSUMERS TAKE PRIDE IN COMPLETING THE REPAIR OR IMPROVEMENT PROJECT THEMSELVES. THEY SUBSCRIBE TO A VARIETY OF DO-IT-YOURSELF PUBLICATIONS TO FURTHER THEIR KNOWLEDGE OF THE TASK AT HAND.

KEYING: \$2.00/M

THESE DO-IT-YOURSELFERS ARE DEEPLY DEVOTED TO FAMILY AND ARE INTERESTED IN CURRENT EVENTS AND ISSUES RELATING TO IMPROVING FAMILY AND CHILDREN'S LIVES.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THEY ARE INTERESTED IN OFFERS OF TOOLS NEEDED FOR THE PROJECT, BE IT AUTOMOTIVE OR HOME. THEY ARE ALSO INTERESTED IN OFFERS OF INSURANCE TO PROTECT THEIR IMPROVEMENT INVESTMENTS.

UPDATED MONTHLY

AVERAGE AGE IS 40 AND AVERAGE INCOME IS \$70,000

DEMOGRAPHIC SELECTIONS AVAILABLE AT AN ADDITIONAL \$15/M:

AGE	CREDIT CARD BY TYPE
INCOME	LENGTH OF RESIDENCE
GENDER	PRESENCE OF CHILDREN
PC OWNER	CHILDREN'S AGE
RV OWNER	PET OWNERSHIP/DOG OR CAT
HOMEOWNER	HOME/PROPERTY CHARACTERISTICS
GUN OWNER	

ALL ORDERS CANCELLED AFTER 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 MAIL

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

Contact List Manager: scott@midwestdm.com**Midwest Direct Marketing, Inc.**

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