

**BUILDING KIT BUYERS & INQUIRERS**

128,961	12 MONTH BUYERS & INQUIRERS	\$75.00/M	
	6 MONTH HOTLINE	ADD \$5.00/M	GENDER: 75% MALE
	3 MONTH HOTLINE	ADD \$10.00/M	CAN SELECT
	1 MONTH HOTLINE	ADD \$15.00/M	
	EMAIL ADDRESSES - INQUIRE		

THESE DO-IT-YOURSELF BUILDING KITS ARE AMERICA'S  
BEST METAL BUILDINGS.

COMMERCIAL USES INCLUDE SMALL BUSINESS, WAREHOUSING,  
INDUSTRY, MANUFACTURING, DISTRIBUTION, MINI-STORAGE  
SYSTEMS AND EVEN AVIATION BUILDINGS AND SPORTS  
COMPLEXES FOR RECREATION.

RESIDENTIAL USES INCLUDE GARAGES, WORKSHOPS, BOAT  
AND RV STORAGE AND EQUINE ARENAS AND BARNs FOR  
AGRICULTURAL FARM AND RANCH USE.

THESE SELF-SUFFICIENT CONSUMERS ARE HOMEOWNERS  
AND/OR BUSINESS OWNERS WITH AN AVERAGE HOUSEHOLD  
INCOME OF \$55,000 AND AN AVERAGE AGE OF 45-54.

ADDRESSING:

SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

SELECTIONS:

PRODUCT BUYERS = 119,141	RURAL ESTATES = 63,401
BOOK BUYERS = 47,938	HOBBY FARMERS = 39,228
MAGAZINE SUBSCRIBERS = 22,964	TOOLS/WORKSHOP = 75,004
CONTRIBUTORS/DONORS = 69,721	
CRAFTS AND HOBBIES = 28,996	

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR  
RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

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 MAIL, INTERNET, FSI'S

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

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