

**THE CAT BARN**

54,964 12 MO BUYERS/PAID REQUESTORS \$85.00/M UNIT OF SALE:
 38,126 12 MO BUYERS \$95.00/M \$25.00 AVERAGE
 EMAIL ADDRESSES - INQUIRE

THE ULTIMATE CATALOG FOR THE MOST DISCRIMINATING CAT LOVER! WHETHER YOU LOVE EXOTIC OR FUN-LOVING CATS, THIS CATALOG HAS SOMETHING FOR ALL FELINE FANS. SOME OF THE FEATURED SPECIALTY PRODUCTS INCLUDE: CAT ART, STATIONERY, APPAREL, JEWELRY, ACCESSORIES, SEASONAL PRODUCTS, GREETING CARDS, HOLIDAY WRAP AS WELL AS INTERNATIONAL SPECIALTIES TO SATISFY ALL PET LOVERS AND OWNERS.

THE AVERAGE AGE OF THESE SPECIALTY BUYERS IS 50 AND THEIR AVERAGE INCOME IS \$55,000. THESE BUYERS HAVE ONLY THE FELINE THEME IN MIND WHEN THEY DECORATE THEIR HOME OR OFFICE. THEY HAVE PURCHASED KITTY COLLECTIBLE ITEMS, NOVELTY GIFTS AND SPECIALTY PRODUCTS TO SPOIL THEIR ANIMALS.

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 FULL. DEMOGRAPHICS BY NCDB. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: 80% CATALOG 20% INTERNET

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| GENDER | \$6.00/M |
| INCOME OR AGE | \$10.00/M |
| DONORS/CONTRIBUTORS | \$10.00/M |
| SUBSCRIBERS | \$10.00/M |
| PHONES | \$30.00/M |
| CREDIT CARD HOLDERS | \$15.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

** USAGE **

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|-------------------------|----------------------|--------------------------|
| AINSWORTH PET NUTRITION | ANIMAL CARE | BEST FRIENDS ANIMAL SOC. |
| ALLEY CAT ALLIES | ASPCA | HUMANE SOCIETY U.S. |
| ALPHA DOG | BELVOIR PUBLICATIONS | |

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com

Midwest Direct Marketing, Inc.

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