CONSUMER-STYLE & BUSINESS-TREND MARKETING DATABASE

107,742,139	U.S. HOUSEHOLDS		$45.00/M	
221,613,042	U.S. CONSUMERS		$45.00/M	
13,997,129	U.S. BUSINESSES		$75.00/M	LIFESTYLE OPTIONS
410,396	WEEKLY NEW MOVERS		$95.00/M	GENDER SELECTABLE
12,119,512	HISPANIC HOUSEHOLDS		$45.00/M	
	PHONE NUMBERS DNC SCRUBBED			
	EMAIL ADDRESS-PLEASE INQUIRE			ADDRESSING:
	ZIP+4 CODED MONTHLY			SEE SELECTIONS
	CR-RT CODED MONTHLY			
	6 MONTH HOTLINE	ADD	$5.00/M	KEYING: $2.00/M
	3 MONTH HOTLINE	ADD	$10.00/M	
	1 MONTH HOTLINE	ADD	$15.00/M	MINIMUM ORDER: 5,000

EFFECTIVELY PINPOINT YOUR MARKET, SELECTING FROM HUNDREDS OF DEMOGRAPHIC, LIFESTYLE AND PURCHASE DATA VARIABLES INCLUDING BUSINESS SIC CODES AND CUSTOM DESIGNED DATA MODELS.

SAMPLE REQUIRED

UPDATED MONTHLY

COMBINE ONE, TWO OR MANY OF THE SELECTABLE CRITERIA TO BUILD YOUR OWN TARGETED LIST FOR DIRECT MAIL OR TELEMARKETING CAMPAIGNS.

SELECTION CRITERIA INCLUDES:

HOUSEHOLD CHARACTERISTICS
PRESENCE OF CHILDREN
CHILD GENDER
NUMBER OF CHILDREN
CHILDREN AGE
CHILDREN - PRE-SCHOOL, GRADE SCHOOL, TEEN, COLLEGE
OLDEST AGE AT ADDRESS
NUMBER OF PEOPLE IN HOUSEHOLD INCOME SELECTABLE $15,000 TO $100,000+
EDUCATION LEVEL = K-12 AND COLLEGE LEVELS
MARITAL STATUS
NEW BABY OR NEWLYWED COUPLE
HOUSEHOLD TYPE
HOUSEHOLD COMPOSITION
OCCUPATION
OCCUPATION TYPE

INDIVIDUAL

DATE OF BIRTH
MONTH OF BIRTH
ESTIMATED AGE
AGE RANGE
EXACT AGE
GENDER
SENIORS
RETIRED SENIORS
ACTIVE SENIORS
GRANDPARENTS
TITLE

ETHNICITY

BUYER - AFRICAN AMERICAN
BUYER - ASIAN
BUYER - HISPANIC
COUNTRY OF ORIGIN

DWELLING/ NEIGHBORHOOD

HOMEOWNER
RENTER
VALUE OF HOME
MORTGAGE AMOUNT
DATE OF MORTGAGE
MORTGAGE TYPE
LENGTH OF RESIDENCE - 1,2,3,4,5...+ YEARS
SINGLE FAMILY OR MULTI FAMILY DWELLING
NEW MOVERS - NEW HOMEOWNERS (+20/M)
ADDRESS TYPE
DWELLING TYPE
HOMEOWNER TYPE
LATITUDE AND/OR LONGITUDE
PROPERTY TYPE
MULTIPLE SURNAMES AT ADDRESS WITH NO APT. #

(CONTINUED ON NEXT PAGE)

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

ETHNICITY (CONT'D)
ETHNIC CODE
LANGUAGE PREFERENCE
MAGAZINE SUBSCRIBER – SPANISH SPEAKING
PEER INTERESTS – SPANISH CABLE
PERCENT BLACK
PERCENT HISPANIC
PREMIUM ETHNIC CODE
RELIGION

PETS & ANIMAL INTERESTS
BUYER – BIRDS & PET PRODUCTS
BUYER – CATS & CAT PRODUCTS
BUYER – DOGS & DOG PRODUCTS
BUYER – HORSES & RELATED PRODUCTS
BUYER – PETS & PET PRODUCTS GENERAL
PEER INTERESTS – PETS & PET PRODUCTS
PRODUCT REGISTRATION – HORSEBACK RIDING
PRODUCT REGISTRATION – OWN A CAT
PRODUCT REGISTRATION – OWN A DOG
SUBSCRIBER – CATS HIGH
SUBSCRIBER – CATS LOW
SUBSCRIBER – CATS MED
SUBSCRIBER – DOGS HIGH
SUBSCRIBER – DOGS LOW
SUBSCRIBER – DOGS MED

TRAVEL
BUYER – CRUISE VACATIONS
BUYER – OCEAN BEACHES VACATIONS
BUYER – TRAVEL – GENERAL
BUYER – TRAVEL – RECREATIONAL VEHICLE
BUYER – TRAVEL IN USA
MAGAZINE SUBSCRIBER – TRAVEL
ONLINE INTERESTS – TRAVEL
PEER INTERESTS – TIMESHARES
PEER INTERESTS – TRAVEL DOMESTIC
PEER INTERESTS – TRAVEL FOR BUSINESS
PEER INTERESTS – TRAVEL INTERNATIONAL
PRODUCT REGISTRATION – CRUISE SHIP TRAVEL
PRODUCT REGISTRATION – FOREIGN TRAVEL
PRODUCT REGISTRATION – FREQUENT FLYER
PRODUCT REGISTRATION – TRAVEL FOR BUSINESS
PRODUCT REGISTRATION – TRAVEL FOR PLEASURE
PRODUCT REGISTRATION – TRAVEL IN USA
SUBSCRIBER – TRAVEL HIGH
SUBSCRIBER – TRAVEL LOW
SUBSCRIBER – TRAVEL MED

WEALTH & FINANCIAL
MAGAZINE SUBSCRIBER – FINANCE
MULTI-BUYER – BLUE CHIP INTERESTS
MULTI-BUYER – BLUE CHIP LIFESTYLE
NET WORTH INDICATOR
ONLINE INTERESTS – INSURANCE
ONLINE INTERESTS – INVESTOR
PEER INTERESTS – ESTATE PLANNING

(CONTINUED ON NEXT PAGE)

AUTOMOBILE
BUYER – AUTOMOBILES & TRUCKS
BUYER – CARS & AUTO RACING
BUYER – RV'S & GENERAL AUTOMOTIVE
BUYER – MOTORCYCLES & ATV'S
ONLINE INTERESTS – CARS & AUTOMOBILES
PEER INTERESTS – AUTO PARTS
PEER INTERESTS – AUTO REPAIR
PEER INTERESTS – DOMESTIC NEW AUTOS
PEER INTERESTS – LUXURY AUTO
PEER INTERESTS – LUXURY MOTORHOME/ RV
PEER INTERESTS – NEW AUTOS
PEER INTERESTS – NEW IMPORT AUTOS
PEER INTERESTS – USED CARS & AUTOMOBILES
PRODUCT REGISTRATION – AUTOMOTIVE WORK
PRODUCT REGISTRATION – MOTORCYCLING
PRODUCT REGISTRATION – NASCAR
PRODUCT REGISTRATION – RV/ MOTORHOMES
AUTOMOBILE OWNERS BY MAKE
MODEL
YEAR

OUTDOOR ACTIVITIES
BUYER – BOATING & SAILING PRODUCTS
BUYER – CAMPING & HIKING PRODUCTS
BUYER – FISHING PRODUCTS
BUYER – HUNTING OR FISHING PRODUCTS
BUYER – HUNTING PRODUCTS
BUYER – RURAL FARMING
MULTI-BUYER – OUTDOORS INTERESTS
MULTI-BUYER – OUTDOORS LIFESTYLE
PEER INTERESTS – CAMPING
PRODUCT REGISTRATION – BOATING & SAILING
PRODUCT REGISTRATION – CAMPING & HIKING
PRODUCT REGISTRATION – FISHING
PRODUCT REGISTRATION – GARDENING
PRODUCT REGISTRATION – GARDENING VEGGIES
PRODUCT REGISTRATION – HUNTING
PRODUCT REGISTRATION – POWER BOATING
PRODUCT REGISTRATION – SAILING
SUBSCRIBER – OUTDOORS HIGH
SUBSCRIBER – OUTDOORS LOW
SUBSCRIBER – OUTDOORS MED

BUSINESS CHARACTERISTICS
BUSINESS BY FORTUNE 1000, 500, 100 RANKINGS
MEDICAL
LEGAL
EDUCATIONAL
SOCIAL SERVICES
MEMBERSHIP ORGANIZATIONS
GOVERNMENT OFFICES
COMPANIES BY SIZE
TYPE
GROSS SALES & FINANCIAL
EMPLOYEES
EXECUTIVES AND EMPLOYEES BY TITLE
SALES & MARKETING
ADMINISTRATIVE

WEALTH & FINANCIAL (CONT'D)
PEER INTERESTS - FINANCIAL SERVICES
PEER INTERESTS - STOCKS AND BONDS
PRODUCT REGISTRATION - MUTUAL FUNDS
PRODUCT REGISTRATION - OWN REAL ESTATE
PRODUCT REGISTRATION - STOCKS & BONDS
PRODUCT REGISTRATION - VACATION HOME
SUBSCRIBER - INVESTORS HIGH
SUBSCRIBER - INVESTORS LOW
SUBSCRIBER - INVESTORS MED

HEALTH & FITNESS
BUYER - BASEBALL PRODUCTS
BUYER - BASKETBALL PRODUCTS
BUYER - BIKING PRODUCTS
BUYER - FITNESS & EXERCISE PRODUCTS
BUYER - FOOTBALL PRODUCTS
BUYER - GOLF PRODUCTS
BUYER - HEALTH & DIET PRODUCTS
BUYER - HEALTHFOODS
BUYER - HOCKEY PRODUCTS
BUYER - RUNNING PRODUCTS
BUYER - SKI & SNOWBOARDING PRODUCTS
BUYER - SOCCER PRODUCTS
BUYER - SPORTS & RECREATIONAL PRODUCTS
BUYER - SPORTS GENERAL PRODUCTS
BUYER - SWIMMING PRODUCTS
BUYER - TENNIS PRODUCTS
MAGAZINE SUBSCRIBER - ACTIVE FAMILIES
MAGAZINE SUBSCRIBER - ADULT HEALTH
MAGAZINE SUBSCRIBER - BEAUTY & FASHION
MAGAZINE SUBSCRIBER - CHILDREN HEALTH
MAGAZINE SUBSCRIBER - FITNESS & EXERCISE
MAGAZINE SUBSCRIBER - HEALTH AILMENTS
MAGAZINE SUBSCRIBER - NUTRITION OR DIET
MULTI-BUYER - ATHLETIC INTERESTS
MULTI-BUYER - ATHLETIC LIFESTYLE
MULTI-BUYER - FITNESS INTERESTS
MULTI-BUYER - FITNESS LIFESTYLE
ONLINE INTERESTS - HEALTH & FITNESS
ONLINE INTERESTS - WEIGHT LOSS
PEER INTERESTS - BOWLING
PEER INTERESTS - DIABETIC SUPPLIES
PEER INTERESTS - DIET PRODUCTS
PEER INTERESTS - GOLF
PEER INTERESTS - HEALTH & BEAUTY
PEER INTERESTS - HEALTH CARE PRODUCTS
PEER INTERESTS - NON-PRESCRIPTION DRUGS
PEER INTERESTS - NUTRITION
PEER INTERESTS - PHYSICAL FITNESS
PEER INTERESTS - SNOW SKIING
PEER INTERESTS - SPORTING EVENT
PEER INTERESTS - SPORTING GOODS
PEER INTERESTS - TENNIS
PEER INTERESTS - VITAMINS
PEER INTERESTS - WEIGHT LOSS

(CONTINUED ON NEXT PAGE)

INTERESTS & HOBBIES
BUYER - AMERICAN HISTORY PRODUCTS
BUYER - AVIATION HISTORY
BUYER - BOOKS FICTION
BUYER - BOOKS HISTORY
BUYER - BOOKS HUMOR & COMICS
BUYER - BOOKS INSPIRATIONAL
BUYER - BOOKS NON-FICTION
BUYER - BOOKS SCIENCE FICTION
BUYER - COLLECTIBLES
BUYER - COOKING PRODUCTS
BUYER - CRAFTS - CROCHET
BUYER - CRAFTS - GENERAL
BUYER - CRAFTS - KNITTING
BUYER - CRAFTS - NEEDLEPOINT
BUYER - CRAFTS - QUILTING
BUYER - CRAFTS - SEWING
BUYER - CULTURE / ARTS
BUYER - GAMES / VIDEO GAMES
BUYER - GOURMET FOODS & COOKING
BUYER - HOBBIES
BUYER - MUSIC INTERESTS
BUYER - PHOTOGRAPHY
BUYER - PRODUCTS FOR CHILDREN
BUYER - PRODUCTS FOR COLLEGE
BUYER - PRODUCTS FOR FAMILY
BUYER - PRODUCTS FOR SENIORS
BUYER - PRODUCTS FOR TEENS
BUYER - PRODUCTS FOR WOMEN
BUYER - PRODUCTS GRANDPARENTS
BUYER - SCIENCE
BUYER - STATIONERY PRODUCTS
BUYER - TV / MOVIES / VIDEO
MAGAZINE SUBSCRIBER - COOKING
MAGAZINE SUBSCRIBER - CRAFTS
MAGAZINE SUBSCRIBER - EMPTY NESTERS
MAGAZINE SUBSCRIBER - GOURMET FINE FOODS
MAGAZINE SUBSCRIBER - SEWING & KNITTING
MAGAZINE SUBSCRIBER - WOODWORKING
MULTI-BUYER - CULTURAL INTERESTS
MULTI-BUYER - CULTURAL LIFESTYLE
MULTI-BUYER - DOMESTIC INTERESTS
MULTI-BUYER - DOMESTIC LIFESTYLE
MULTI-BUYER - GOOD LIFE INTERESTS
MULTI-BUYER - GOOD LIFE LIFESTYLE
ONLINE INTERESTS - MILITARY
PEER INTERESTS - AFFORDABLE HOUSING
PEER INTERESTS - ANTIQUES & COLLECTIBLES
PEER INTERESTS - ARTS
PEER INTERESTS - BOOKS AND PUBLICATIONS
PEER INTERESTS - BRIDAL SERVICES
PEER INTERESTS - CABLE RADIO
PEER INTERESTS - CABLE TV
PEER INTERESTS - CANNING
PEER INTERESTS - CATALOG MAIL ORDER
PEER INTERESTS - CHILDRENS ACTIVITIES

HEALTH & FITNESS (CONT'D)
PRODUCT REGISTRATION – BICYCLING
PRODUCT REGISTRATION – EXERCISE FITNESS
PRODUCT REGISTRATION – EXTREME SPORTS
PRODUCT REGISTRATION – GOLF
PRODUCT REGISTRATION – IMPROVING HEALTH
PRODUCT REGISTRATION – LOW FAT COOKING
PRODUCT REGISTRATION – MOUNTAIN BIKING
PRODUCT REGISTRATION – NATURAL FOODS
PRODUCT REGISTRATION – ROLLERBLADES
PRODUCT REGISTRATION – RUNNING / JOGGING
PRODUCT REGISTRATION – SELF IMPROVEMENT
PRODUCT REGISTRATION – SKATEBOARDING
PRODUCT REGISTRATION – SNOW BOARDING
PRODUCT REGISTRATION – SNOW SKIING
PRODUCT REGISTRATION – SPORT PARTICIPANT
PRODUCT REGISTRATION – TENNIS
PRODUCT REGISTRATION – WALK FOR HEALTH
PRODUCT REGISTRATION – WEIGHT CONTROL
SUBSCRIBER – FITNESS HIGH
SUBSCRIBER – FITNESS LOW
SUBSCRIBER – FITNESS MED
SUBSCRIBER – GOLFING HIGH
SUBSCRIBER – GOLFING LOW
SUBSCRIBER – GOLFING MED
SUBSCRIBER – HEALTH & FITNESS HIGH
SUBSCRIBER – HEALTH & FITNESS LOW
SUBSCRIBER – HEALTH & FITNESS MED
SUBSCRIBER – HEALTHY COOKING HIGH
SUBSCRIBER – HEALTHY COOKING LOW
SUBSCRIBER – HEALTHY COOKING MED
SUBSCRIBER – SPORTS HIGH
SUBSCRIBER – SPORTS LOW
SUBSCRIBER – SPORTS MED

HOME & GARDEN
BUYER – DO IT YOURSELF PRODUCTS
BUYER – GARDENING & FLOWERS
BUYER – HOME DECORATING
BUYER – HOME LIVING PRODUCTS
MAGAZINE SUBSCRIBER – DECORATING
MAGAZINE SUBSCRIBER – GARDENING
MAGAZINE SUBSCRIBER – HOME IMPROVEMENT
MULTI-BUYER – DO IT YOURSELF INTERESTS
MULTI-BUYER – DO IT YOURSELF LIFESTYLE
ONLINE INTERESTS – HOME IMPROVEMENT
PEER INTERESTS – DO IT YOURSELF
PEER INTERESTS – GARDENING
PEER INTERESTS – HOME DECORATING
PEER INTERESTS – HOME FURNISHING
PEER INTERESTS – HOME IMPROVEMENT
PEER INTERESTS – HOME REMODELING
PEER INTERESTS – HOME WORKSHOP
PEER INTERESTS – KITCHEN GADGETS
PEER INTERESTS – TOOLS
PRODUCT REGISTRATION – HOME DECORATING

INTERESTS & HOBBIES (CONT'D)
PEER INTERESTS – CRAFTS
PEER INTERESTS – CULTURAL EVENTS
PEER INTERESTS – EDUCATION
PEER INTERESTS – ENTERTAINMENT
PEER INTERESTS – FUNERAL PLANNING
PEER INTERESTS – GOURMET FOODS
PEER INTERESTS – GRANDCHILD GIFTS
PEER INTERESTS – GREEN / RECYCLING
PEER INTERESTS – INEXPENSIVE DINING
PEER INTERESTS – LEGAL SERVICES
PEER INTERESTS – MARKETING MAGAZINES
PEER INTERESTS – MOVIES
PEER INTERESTS – MUSIC
PEER INTERESTS – ONLINE VIDEO RENTAL
PEER INTERESTS – REAL ESTATE SERVICES
PEER INTERESTS – RENT TO OWN
PEER INTERESTS – ROMANCE NOVELS
PEER INTERESTS – SEWING & NEEDLECRAFT
PEER INTERESTS – SOCIAL SERVICES
PEER INTERESTS – THEATER SYSTEMS
PEER INTERESTS – WOODWORKING
PRODUCT REGISTRATION – ANTIQUE COLLECTOR
PRODUCT REGISTRATION – CHRISTIAN MUSIC
PRODUCT REGISTRATION – CLASSICAL MUSIC
PRODUCT REGISTRATION – COIN COLLECTOR
PRODUCT REGISTRATION – COLLECTIBLES
PRODUCT REGISTRATION – COOKING AT HOME
PRODUCT REGISTRATION – COUNTRY MUSIC
PRODUCT REGISTRATION – CRAFTS
PRODUCT REGISTRATION – CULTURAL/ART EVENTS
PRODUCT REGISTRATION – EASY LISTEN MUSIC
PRODUCT REGISTRATION – GOSPEL MUSIC
PRODUCT REGISTRATION – GOURMET COOKING
PRODUCT REGISTRATION – JAZZ MUSIC
PRODUCT REGISTRATION – NEEDLEWORK & KNITTING
PRODUCT REGISTRATION – PHOTOGRAPHY
PRODUCT REGISTRATION – QUILTING
PRODUCT REGISTRATION – R&B MUSIC
PRODUCT REGISTRATION – RAP MUSIC
PRODUCT REGISTRATION – ROCK MUSIC
PRODUCT REGISTRATION – SCIENCE FICTION
PRODUCT REGISTRATION – SEWING
PRODUCT REGISTRATION – WATCH SPORTS
PRODUCT REGISTRATION – WINES
SUBSCRIBER – COLLECTIBLES HIGH
SUBSCRIBER – COLLECTIBLES LOW
SUBSCRIBER – COLLECTIBLES MED
SUBSCRIBER – CRAFTS HIGH
SUBSCRIBER – CRAFTS LOW
SUBSCRIBER – CRAFTS MED
SUBSCRIBER – GOURMET COOKING HIGH
SUBSCRIBER – GOURMET COOKING LOW
SUBSCRIBER – GOURMET COOKING MED
SUBSCRIBER – MUSIC & VIDEOS HIGH

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HOME & GARDEN (CONT'D)
PRODUCT REGISTRATION – HOME IMPROVEMENT
PRODUCT REGISTRATION – PLANTS & GARDENING
PRODUCT REGISTRATION – SWIMMING POOL
PRODUCT REGISTRATION – WORKSHOP TOOLS
SUBSCRIBER – DECORATING & DESIGN HIGH
SUBSCRIBER – DECORATING & DESIGN LOW
SUBSCRIBER – DECORATING & DESIGN MED
SUBSCRIBER – DO IT YOURSELF HIGH
SUBSCRIBER – DO IT YOURSELF LOW
SUBSCRIBER – DO IT YOURSELF MED
SUBSCRIBER – GARDEN & LANDSCAPING HIGH
SUBSCRIBER – GARDEN & LANDSCAPING LOW
SUBSCRIBER – GARDEN & LANDSCAPING MED

GENERAL INTERESTS
BUYER – ADULT INTERESTS
BUYER – BOOKS DEVOTIONAL / RELIGIOUS
BUYER – CURRENT EVENTS
BUYER – GAMBLING & CASINOS
BUYER – GAY & LESBIAN INTERSTS
BUYER – POLITICALLY CONSERVATIVE
BUYER – POLITICALLY LIBERAL
BUYER – TOBACCO PRODUCTS
BUYER – WILDLIFE & ENVIRONMENT
ONLINE INTERESTS – ADULT DATING SERVICES
ONLINE INTERESTS – APPAREL & FASHION
ONLINE INTERESTS – COLLEGE & HIGHER EDUCATION
ONLINE INTERESTS – MEMBERSHIP CLUBS
ONLINE INTERESTS – OPPORTUNITY SEEKER
ONLINE INTERESTS – SURVEYS & SWEEPSTAKES
PEER INTERESTS – ALCOHOL WINE & TOBACCOS
PEER INTERESTS – GAMBLING
PEER INTERESTS – GAMING
PEER INTERESTS – LOTTERY
PEER INTERESTS – ONLINE DATING
PEER INTERESTS – RELIGIOUS DEVOTION
PRODUCT REGISTRATION – ASTROLOGY
PRODUCT REGISTRATION – BIBLE READING
PRODUCT REGISTRATION – BOOK READING
PRODUCT REGISTRATION – CARE FOR ELDERLY
PRODUCT REGISTRATION – CAREER ORIENTED
PRODUCT REGISTRATION – CASINO GAMBLING
PRODUCT REGISTRATION – GRANDCHILDREN
PRODUCT REGISTRATION – HOME SCHOOLING
PRODUCT REGISTRATION – MILITARY VETERAN
PRODUCT REGISTRATION – SWEEPSTAKES
PRODUCT REGISTRATION – VIDEO GAMES
PRODUCT REGISTRATION – VIDEO RECORDING
SUBSCRIBER – AVID BOOK READER HIGH
SUBSCRIBER – AVID BOOK READER LOW
SUBSCRIBER – AVID BOOK READER MED
SUBSCRIBER – BOOKS OR MAGAZINES HIGH
SUBSCRIBER – BOOKS OR MAGAZINES LOW
SUBSCRIBER – BOOKS OR MAGAZINES MED
SUBSCRIBER – HOLIDAY ACTIVITIES HIGH
SUBSCRIBER – HOLIDAY ACTIVITIES LOW

(CONTINUED ON NEXT PAGE)

INTERESTS & HOBBIES (CONT'D)
SUBSCRIBER – MUSIC & VIDEOS LOW
SUBSCRIBER – MUSIC & VIDEOS MED
SUBSCRIBER – NEEDLEWORK HIGH
SUBSCRIBER – NEEDLEWORK LOW
SUBSCRIBER – NEEDLEWORK MED
SUBSCRIBER – QUILTING HIGH
SUBSCRIBER – QUILTING LOW
SUBSCRIBER – QUILTING MED
SUBSCRIBER – SEWING HIGH
SUBSCRIBER – SEWING LOW
SUBSCRIBER – SEWING MED
SUBSCRIBER – WOODWORKING HIGH
SUBSCRIBER – WOODWORKING LOW
SUBSCRIBER – WOODWORKING MED

TECHNOLOGY
BUYER – COMPUTER PRODUCTS
BUYER – ELECTRONIC PRODUCTS
BUYER – HIGH TECH PRODUCTS
BUYER – INTERNET PRODUCTS
BUYER – INTERNET SERVICE PROVIDERS
INTERNET USER
MAGAZINE SUBSCRIBER – COMPUTER PRODUCTS
MULTI-BUYER – TECHNOLOGY INTERESTS
MULTI-BUYER – TECHNOLOGY LIFESTYLE
ONLINE INTERESTS – CABLE INTERNET SERVICES
ONLINE INTERESTS – COMPUTER PRODUCTS
ONLINE INTERESTS – TELEPHONE SERVICES
PEER INTERESTS – CELLULAR PHONE
PEER INTERESTS – ELECTRONICS
PEER INTERESTS – HOME AUDIO
PEER INTERESTS – HOME COMPUTING
PEER INTERESTS – NEW TECHNOLOGY
PRODUCT REGISTRATION – AT&T SERVICE
PRODUCT REGISTRATION – CABLE TV VIEWING
PRODUCT REGISTRATION – COMPUTER SAVVY
PRODUCT REGISTRATION – ELECTRONICS
PRODUCT REGISTRATION – INTERNET EXPERT
PRODUCT REGISTRATION – IPOD / MP3 OWNER
PRODUCT REGISTRATION – MCI SERVICE
PRODUCT REGISTRATION – NEW TECHNOLOGY
PRODUCT REGISTRATION – RECORDED MUSIC
PRODUCT REGISTRATION – SPRINT SERVICE
SUBSCRIBER – COMPUTERS HIGH
SUBSCRIBER – COMPUTERS LOW
SUBSCRIBER – COMPUTERS MED
SUBSCRIBER – HIGH TECH ELECTRONICS HIGH
SUBSCRIBER – HIGH TECH ELECTRONICS LOW
SUBSCRIBER – HIGH TECH ELECTRONICS MED
SUBSCRIBER – HOME ELECTRONICS HIGH
SUBSCRIBER – HOME ELECTRONICS LOW
SUBSCRIBER – HOME ELECTRONICS MED

GENERAL INTERESTS (CONT'D)
SUBSCRIBER – HOLIDAY ACTIVITIES MED
SUBSCRIBER – SWEEPSTAKES HIGH
SUBSCRIBER – SWEEPSTAKES LOW
SUBSCRIBER – SWEEPSTAKES MED

BUYING BEHAVIOR
BUYER – ACCESSORIES & APPAREL
BUYER – BARGAIN HUNTERS
BUYER – BEAUTY PRODUCTS
BUYER – BOOKS GENERAL
BUYER – BUSINESS PURCHASES
BUYER – CHILDRENS APPAREL
BUYER – CONTINUITY BUYER
BUYER – DOLLARS SPENT RECENTLY
BUYER – GENERAL APPAREL
BUYER – HOME OFFICE PRODUCTS
BUYER – MAGAZINE & BOOKS
BUYER – MAGAZINE SUBSCRIBER
BUYER – MENS APPAREL GENERAL
BUYER – MENS APPAREL HIGH END
BUYER – ONLINE CATALOG BUYER
BUYER – ONLINE PURCHASING
BUYER – OPPORTUNITY SEEKERS
BUYER – PERSONAL FINANCES
BUYER – PERSONALIZED ITEMS
BUYER – SWEEPSTAKES BUYER
BUYER – TOTAL DOLLARS SPENT
BUYER – TOTAL NUMBER OF ORDERS
BUYER – WOMENS APPAREL
BUYER – WOMENS FASHION
MAGAZINE SUBSCRIBER – BOOK BUYERS
MAGAZINE SUBSCRIBER – GENERAL SUBSCRIBER
MAGAZINE SUBSCRIBER – MAIL ORDER BUYERS
MAGAZINE SUBSCRIBER – MULTIPLE PUBLICATIONS
MAIL ORDER BUYER – GENERAL
MAIL ORDER RESPONDER – GENERAL
ONLINE INTERESTS – ONLINE AUCTIONS
PEER INTERESTS – CHILDRENS CLOTHING
PEER INTERESTS – CHILDRENS HIGH END
PEER INTERESTS – COUPONS
PEER INTERESTS – DISCOUNT WAREHOUSE CLUB
PEER INTERESTS – JEWELRY
PEER INTERESTS – MAGAZINE SUBSCRIBER
PEER INTERESTS – MENS CLOTHING
PEER INTERESTS – NAME BRAND CLOTHING
PEER INTERESTS – ONLINE SHOPPER
PEER INTERESTS – WOMENS CLOTHING
PRODUCT REGISTRATION – FASHION CLOTHING
PRODUCT REGISTRATION – FINE ART & ANTIQUES
PRODUCT REGISTRATION – MONEY MAKING OPPS
PRODUCT REGISTRATION – SHOP BY CATALOG
PRODUCT REGISTRATION – SHOP BY INTERNET
PRODUCT REGISTRATION – VIDEO & DVD BUYER
SUBSCRIBER – MAIL ORDER BUYER HIGH
SUBSCRIBER – MAIL ORDER BUYER LOW
SUBSCRIBER – MAIL ORDER BUYER MED

CREDIT BEHAVIOR
BUYER – USING CREDIT CARD
COLLECTIBILITY CREDIT SCORE
CREDIT CARD – BANK
CREDIT CARD – COMPANY CARD
CREDIT CARD – GAS
CREDIT CARD – HIGH END
CREDIT CARD – MISCELLANEOUS
CREDIT CARD – RETAIL & UPSCALE RETAIL
CREDIT CARD – SPECIALTY
CREDIT CARD – TRAVEL
INCOME PRODUCING ASSETS
ONLINE INTERESTS – DEBT CONSOLIDATION SVC
PEER INTERESTS – CREDIT REPAIR
PEER INTERESTS – DEBT CONSOLIDATION
PEER INTERESTS – HOME EQUITY CREDIT
PEER INTERESTS – PAYCHECK ADVANCE
REVOLVING BANKCARD DEBT
SUBSCRIBER – CREDIT CARD USER HIGH
SUBSCRIBER – CREDIT CARD USER LOW
SUBSCRIBER – CREDIT CARD USER MED
SUMMARIZED CREDIT SCORE

DONOR
BUYER – CHARITABLE DONOR
BUYER – GIFT GIVER
MAIL ORDER DONOR – GENERAL
PEER INTERESTS – DONOR GENERAL
PEER INTERESTS – POLITICAL DONORS
PEER INTERESTS – VOLUNTEERING
PEER INTERESTS – WILDLIFE DONORS
PRODUCT REGISTRATION – CHARITIES GENERAL
PRODUCT REGISTRATION – COMMUNITY DONOR
PRODUCT REGISTRATION – DEMOCRATIC DONOR
PRODUCT REGISTRATION – ENVIRONMENTAL
PRODUCT REGISTRATION – HEALTH CHARITIES
PRODUCT REGISTRATION – NATIONS HERITAGE
PRODUCT REGISTRATION – POLITICAL DONOR
PRODUCT REGISTRATION – REPUBLICAN DONOR
PRODUCT REGISTRATION – VETERAN CHARITIES
SUBSCRIBER – CONTRIBUTOR / DONOR HIGH
SUBSCRIBER – CONTRIBUTOR / DONOR LOW
SUBSCRIBER – CONTRIBUTOR / DONOR MED

MARKET MODELS
NIELSEN COUNTY CODE
PEER GROUPS
SUPER NICHES

ADDITIONAL CRITERIA
AILMENT SUFFERER BY CATEGORY ADD $80.00/M
INSURANCE BY TYPE

(CONTINUED ON NEXT PAGE)

BUYING BEHAVIOR (CONT'D)
SUBSCRIBER - MAIL ORDER FASHION HIGH
SUBSCRIBER - MAIL ORDER FASHION LOW
SUBSCRIBER - MAIL ORDER FASHION MED
SUBSCRIBER - TOTAL ORDER BUYER HIGH
SUBSCRIBER - TOTAL ORDER BUYER LOW
SUBSCRIBER - TOTAL ORDER BUYER MED
MAIL ORDER FREQUENCY BY RECENCY

ALL LISTS ARE RENTED FOR A ONE-TIME USE AND MAY NOT BE USED AGAIN WITHOUT WRITTEN CONSENT BY LISTOWNER. LISTS ARE SEEDED WITH DECOY NAMES FOR PROTECTION. ALL NAMES ARE VERIFIED BY AT LEAST TWO SOURCES AND PHONES ARE VERIFIED AND DNC SCRUBBED.

INQUIRE FOR QUOTES REGARDING NCOA SERVICES, MODELING SERVICES AND MERGE/PURGE - PRESORT SERVICES.

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: CO-OP QUESTIONNAIRE, DIRECT MAIL, PHONE COMPILATION, VOTER REGISTRATION, BIRTH RECORDS, CENSUS DATA PREDICTIVE MODELING

SELECTIONS:	STATE, SCF, ZIP	$6.00/M
	GENDER	$6.00/M
	BASIC DEMOGRAPHICS	$10.00/M
	ENHANCED DEMOGRAPHICS	$15.00/M
	SUPREME DEMOGRAHICS	$20.00/M
	PREMIUM DEMOGRAPHICS	$25.00/M
	TELEPHONE NUMBERS	$30.00/M
	CARRIER ROUTE PRESORT	$6.00/M
	TITLE (PLUG) INSERTION	$6.00/M
	MORTGAGE DATA	$40.00/M
	BUSINESS SIC CODE	$6.00/M
	RADIUS MAPPING LAT/LONG	$8.50/M
	BUSINESS CONTACT NAME	$15.00/M
	ELECTRONIC DELIVERY	$50.00

CONTACT LIST MANAGER: scott@midwestdm.com