

**CREME' DE LA CREME' TRAVELERS**

1,625,422	DOMESTIC TRAVELERS		\$85.00/M	UNIT OF SALE:
1,040,327	FOREIGN TRAVELERS		\$85.00/M	N/A
1,019,486	CRUISE TRAVELERS		\$85.00/M	
1,372,129	BUSINESS TRAVELERS		\$85.00/M	GENDER: 75% MALE
	6 MONTH HOTLINE	ADD	\$5.00/M	CAN SELECT
	3 MONTH HOTLINE	ADD	\$10.00/M	
	1 MONTH HOTLINE	ADD	\$15.00/M	
	EMAIL ADDRESSES	INQUIRE		

THESE UPSCALE CONSUMERS HAVE A HIGH PASSION FOR LUXURY TRAVEL AND SEEK FUN IN THE SUN AND ADVENTURE. MOST TRAVEL BY PLANE TO THEIR DESTINATIONS, RENT CARS AND EVEN CLIMB ABOARD A TRAIN. MANY OWN TIME SHARES AND PURCHASE TRAVELERS CHECKS FOR SAFE TRAVEL. MANY HAVE WEEKEND AND SUMMER HOMES AND THEY ARE LIKELY TO ENJOY SNOW SKIING, WATER SKIING, PARASAILING, SNORKELING, SCUBA DIVING, HORSEBACK RIDING, CAMPING AND HIKING ALONG WITH MANY OTHER EXTRAVAGANZAS.

ADDRESSING:  
SEE SELECTIONS  
KEYING: \$2.00/M  
MINIMUM ORDER:  
10,000  
SAMPLE REQUIRED  
UPDATED MONTHLY

THESE HIGH-END TRAVEL PROSPECTS CAN SPEND THEIR CONSIDERABLE INCOME ON A WIDE VARIETY OF APPAREL, GEAR AND SUPPLIES FOR THOSE TRIPS AWAY FROM HOME. THE AGE RANGE OF THESE TRAVELERS IS 30-75 AND THEIR INCOME BREAKS DOWN AS FOLLOWS:

\$50K - \$75K = 8%  
\$75K - \$100K = 21%  
\$100K - \$150K = 37%  
\$150K - \$200K = 16%  
OVER \$200K = 18%

ADDITIONAL LIFESTYLE AND TYPE OF TRAVEL SELECTIONS:  
TRAVELED A FOREIGN TRIP DURING (2 MONTH INCREMENTS)  
SPENT \$3000+ ON LAST FOREIGN TRIP  
SPENT \$1500 - \$2999 ON LAST FOREIGN TRIP  
SPENT LESS THAN \$1500 ON LAST FOREIGN TRIP  
FOREIGN TRAVELERS BY TRANSPORTATION TYPE  
TRAVELED TO FOREIGN COUNTRY  
CRUISE VACATION  
FOREIGN TRAVELERS BY BOAT/SHIP  
CRUISE VACATIONS DESTINATIONS  
CRUISE SHIP LINES (BY NAME)  
DOMESTIC BUSINESS TRIP  
DOMESTIC VACATION/PERSONAL TRIP  
3 OR MORE FOREIGN ROUND TRIPS  
DOMESTIC TRAVEL BY TRANSPORTATION TYPE  
DESTINATIONS IN LAST 3 YEARS  
DESTINATIONS IN LAST YEAR  
AIRLINES USED (BY NAME)  
3 OR MORE DOMESTIC BUSINESS TRIPS  
3 OR MORE DOMESTIC PERSONAL TRIPS  
CURRENTLY IN A FREQUENT GUEST PROGRAM-DOMESTIC HOTEL  
STAY 10 OR MORE NIGHTS FOR BUSINESS  
STAY AT HOTEL/MOTEL (BY NAME)

(CONTINUED ON NEXT PAGE)

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**CREME' DE LA CREME' TRAVELERS (CONT'D)**

3 OR MORE DOMESTIC BUSINESS TRIPS  
3 OR MORE DOMESTIC PERSONAL TRIPS  
CURRENTLY IN A FREQUENT GUEST PROGRAM-DOMESTIC HOTEL  
STAY 10 OR MORE NIGHTS FOR BUSINESS  
STAY AT HOTEL/MOTEL (BY NAME)  
PURCHASE TRAVELERS CHECKS  
PURCHASE \$1000+ TRAVELERS CHECKS  
PURCHASE \$450-\$999 TRAVELERS CHECKS  
HAVE VALID PASSPORT  
HAVE TRAVEL OR ENTERTAINMENT CREDIT CARD  
USE TRAVEL/ENTERTAINMENT CARD IN LAST 30 DAYS  
READ TRAVEL PUBLICATIONS  
ORDER CAMPING/HUNTING EQPT. THROUGH MAIL/PHONE  
ORDER TRAVEL INFORMATION THROUGH MAIL/PHONE  
RENT TRANSPORTATION  
BELONG TO PRIORITY/PRIVATE CAR RENTAL CLUB  
VISIT A GAMBLING CASINO  
PARTICIPATE IN SPORTS  
ATTEND ENTERTAINMENT ESTABLISHMENTS  
VISIT THEME PARK  
STAY AT SKI RESORT  
STAY AT HEALTH OR SPA RESORT  
OWN VACATION/WEEKEND HOME  
GO TO THE BEACH/LAKE  
CHARTER PLANE FOR FOREIGN TRAVEL

THIS LIST HAS BEEN CREATED BY ANALYZING CONSUMERS THAT REPORT TRAVEL AND TRAVEL RELATED BEHAVIORS IN SIMMON'S NATIONAL CONSUMER RESEARCH DATA AND IDENTIFYING NATIONAL CONSUMER HOUSEHOLDS WITH THE HIGHEST SIMILARITY AND TRAVEL ENTHUSIAST BEHAVIORIAL PREFERENCES - BASED ON STATISTICAL MODELS DEVELOPED BY RUF STRATEGIC SOLUTIONS AND ADDITIONAL EXTERNAL DATA INCLUDING EXPERIAN INSOURCE DEMOGRAPHICS.

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: DEVELOPED BY RUF STRATEGIC SOLUTIONS IN COOPERATION WITH EXPERIAN.

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
LIFESTYLE DEMOGRAPHICS	\$10.00/M
TYPE OF TRAVEL	\$10.00/M
GENDER	\$6.00/M
INCOME	\$10.00/M
AGE	\$6.00/M
ELECTRONIC DELIVERY	\$50.00

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