

FAMILY MAGAZINES HOLLYWOOD FANS

169,386	ENTERTAINMENT SUBSCRIBERS	\$70.00/M	UNIT OF SALE:
	6 MONTH HOTLINE	ADD \$5.00/M	30.00 AVERAGE
	3 MONTH HOTLINE	ADD \$10.00/M	
	1 MONTH HOTLINE	ADD \$15.00/M	
	EMAIL ADDRESSES - INQUIRE		

THESE SUBSCRIBERS READ THEIR ENTERTAINMENT MAGAZINES FROM COVER TO COVER. THEY ARE AVID STAR WATCHERS AND LIKE TO STAY INFORMED ABOUT THE HOLLYWOOD SCENE.

GENDER: 70% FEMALE
CAN SELECT

THEY ARE INTERESTED IN CURRENT FASHION AND BEAUTY TRENDS, HOME DECOR AND THE CAREERS AND RELATIONSHIPS OF THE RICH AND FAMOUS.

ADDRESSING:
SEE SELECTIONS

WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF \$55,000, THESE MOSTLY MARRIED WOMEN LOOK FORWARD TO RECEIVING THEIR MONTHLY ISSUES.

KEYING: \$2.00/M
MINIMUM ORDER:
5,000

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

SAMPLE REQUIRED

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

UPDATED MONTHLY

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50 CANCELLATION FEE.

SOURCE: 100% OUTBOUND TELEMARKETING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$10.00/M
PHONE NUMBERS	\$30.00/M
MAIL ORDER BUYERS	\$20.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com

Midwest Direct Marketing, Inc.

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