

**LANGUAGE PREFERENCE ETHNIC ORIGIN & RELIGIOUS AFF**

200,371,496

PROSPECT BASE		\$55.00/M	
LANGUAGE SPOKEN	ADD	\$10.00/M	GENDER: CAN SELECT
COUNTRY OF ORIGIN	ADD	\$10.00/M	
RELIGIOUS AFILIATION	ADD	\$10.00/M	
ETHNIC CODE	ADD	\$10.00/M	
EMAIL ADDRESSES - INQUIRE			ADDRESSING: SEE SELECTIONS

UNIQUE MONTHLY DATABASE OFFERING ETHNIC ORIGIN, RELIGIOUS AFFILIATION, ETHNIC ID CODE AND LANGUAGE PREFERENCE OF INDIVIDUALS LIVING AND WORKING IN THE USA. THIS DIVERSIFIED PROSPECT BASE OFFERS PINPOINT ETHNIC ACCURACY COMBINED WITH INDIVIDUAL AND HOUSEHOLD DEMOGRAPHICS TO DEVELOP A TARGETED PROSPECT LIST FOR YOUR SPECIAL OFFER.

KEYING: 5.00/M

MINIMUM ORDER:  
5,000 OR \$350.00

SAMPLE REQUIRED

<u>LANGUAGE SPOKEN:</u>	ENGLISH 199,231,211	
ARABIAN=519,881	ARMENIAN=39,787	
MISC. ASIAN=4,209	MISC. EAST EUROPEAN=1,601	UPDATED MONTHLY
INDIA=2,298	FRENCH=462,211	
GERMAN=337,731	HISPANIC/SPANISH=12,357,002	
ITALIAN=457,121	JAPANESE=357,113	
PAKISTANI=113,417	POLISH=171,112	
SWEDISH=33,198	SAMOAN=592	
KOREAN=463,127	VIETNAMESE=765,011	
TAGALOG/FILIPINO=25,112	CHINESE=821,337	
CZECHOSLOVAKIAN=20,986	NORWEGIAN=39,121	
DUTCH=33,971	GREEK=100,117	
HUNGARIAN=123,123	MIDDLE EASTERN=708,213	
RUSSIAN=192,911	BANGLADESH=37	
BULGARIAN=7,789	BURMESE=12,597	
CAMBODIAN=44,012	ESTONIAN=2,997	
ETHIOPIAN=43,110	FINNISH=79,231	
ICELANDIC=4,901	INDONESIAN=2,012	
HEBREW=215	LAOTIAN=32,113	
LATVIAN=15,898	LITHUANIAN=33,758	
MALAYSIAN=351	PORTUGUESE=245,211	
SRI LANKA=1,479	THAI=43,921	
TURKISH=35,991	YUGOSLAVIAN=192	
DANISH=26,420	AFRICAN=83,563	

<u>ETHNIC CODE:</u>	ARMENIAN=279,241
ARABIAN=1,010,342	MISC. EAST EUROPEAN=200,232
MISC. ASIAN=9,973	ENGLISH (BRITISH)=77,342,113
INDIAN=1,012,012	GERMAN=17,921,342
FRENCH=3,712,012	ITALIAN=6,901,523
IRISH=17,112,082	PAKISTANI=179,762
JAPANESE=897,392	NATIVE AMERICAN=372,562
POLISH=2,805,783	MULTI ETHNIC=587,231
SWEDISH=19,232,102	KOREAN=815,243
SAMOAN=1,911	TAGALOG (FILIPINO)=1,569,112
VIETNAMESE=989,012	CZECHOSLOVAKIAN=803,978
CHINESE=2,040,132	DUTCH=2,931,011
NORWEGIAN=1,247,012	HUNGARIAN=1,647,233
GREEK=679,232	RUSSIAN=995,689
MIDDLE EASTERN=273,211	

(CONTINUED ON NEXT PAGE)

**Midwest Direct Marketing, Inc.**

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Email: info@midwestdm.com

**LANGUAGE PREFERENCE ETHNIC ORIGIN & RELIGIOUS AFF (CONT'D)**

ETHNIC CODE: (CONT'D)

UKRANIAN=193,798	WELSH=4,467,213
BANGLADESH=2,013	BULGARIAN=27,011
BURMESE=19,791	CAMBODIAN=116,113
ESTONIAN=60,132	ETHIOPIAN=72,110
FINNISH=329,379	ICELANDIC=8,792
INDONESIAN=11,789	HEBREW=3,910,262
LAOTIAN=93,781	LATVIAN=52,736
LITHUANIAN=147,289	MALAYSIAN=2,011
PORTUGUESE=939,210	HAWAIIAN=58,001
ALASKAN=4,598	SRI LANKA=5,726
SWISS=94,782	THAI=80,002
TURKISH=83,792	YUGOSLAVIAN=201,998
DANISH=629,721	AFRICAN=326,213
AFRICAN AMERICAN=15,307,291	
HISPANIC (SPANISH)=19,375,269	

RELIGIOUS AFFILIATION:

BUDDHIST=3,407,232	CATHOLIC=59,210,312
GREEK ORTHODOX=639,142	HINDU=879,326
ISLAMIC=1,768,023	JEWISH=4,911,417
SIKH=160,173	LUTHERAN=168,210
MORMON=29,001	PROTESTANT=139,561,317
SHINTO=885,723	EAST ORTHODOX=1,567,771

COUNTRY OF ORIGIN:

MEXICO=14,612,317	CUBA=1,097,276
PUERTO RICO=2,987,523	BRAZIL=85,878
COLUMBIA=85,219	HONDURAS=22,921
GUATEMALA=19,726	EL SALVADOR=159,210
COSTA RICA=4,507	PANAMA=1,928
ECUADOR=24,771	VENEZUELA=1,928
ARGENTINA=1,998	PERU=9,797
SPAIN=31,726	DOMINICAN REPUBLIC=177,213

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: SURVEYS AND PUBLIC RECORD

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
EDUCATION LEVEL	\$10.00/M
AGE, INCOME, NET WORTH	\$10.00/M
CHILDREN PRESENT	\$10.00/M
POLITICAL PARTY	\$10.00/M
CREDIT/INVESTMENTS	\$10.00/M
HOBBIES/LIFESTYLES/SPORTS	\$10.00/M
MAIL ORDER PRODUCTS/TYPE	\$10.00/M
MUSIC, READING	\$10.00/M
OCCUPATION/TYPE	\$10.00/M
TRAVEL TYPE/DONOR TYPE	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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