

LIFESTYLE CLUSTERS

223,078,422	ACTIVE HOUSEHOLDS		\$45.00/M	
	6 MONTH HOTLINE	ADD	\$5.00/M	GENDER:
	3 MONTH HOTLINE	ADD	\$10.00/M	CAN SELECT
	1 MONTH HOTLINE	ADD	\$15.00/M	
	EMAIL ADDRESSES - INQUIRE			

ADDRESSING:
SEE SELECTIONS

THESE CONSUMERS, FROM ALL STAGES OF LIFE,
REQUIRE HIGH QUALITY ITEMS TO ENHANCE THEIR
PARTICIPATION AND ENJOYMENT OF THEIR HOBBY.
MANY SUBSCRIBE TO MAGAZINES AND PARTICIPATE IN
LOCAL CLUBS TO FURTHER THEIR SKILLS.

KEYING: 3.50/M

MINIMUM ORDER:
5,000

LIFESTYLE SELECTIONS AVAILABLE AT \$15/M INCLUDE:

DIY	GOURMET COOKING	
CRAFTS	CHILD HEALTH CONCERNS	SAMPLE REQUIRED
RETIREEES	ADULT HEALTH CONCERNS	
TRAVELERS	HEALTHY LIVING CONCERNS	UPDATED MONTHLY
GARDENERS	HOUSEHOLDS WITH TEENAGERS	
HOUSEHOLDS WITH YOUNG CHILDREN		
RURAL FARMING	OUTDOOR LIFESTYLES	
INVESTORS	SPORTS ENTHUSIASTS	
EMPTY NESTERS	SURVIVALIST / PREPPER	
SOCIAL NETWORKING	PET OWNERS	
BOOK BUYERS	MAGAZINE SUBSCRIBERS	
COLLECTORS	GAMBLING	

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M INCLUDE:

AGE	HOME VALUE
INCOME	MAIL ORDER DONOR
HOMEOWNER	MAIL ORDER BUYER
CREDIT CARD HOLDER	LENGTH OF RESIDENCE

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: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP CODE	\$6.00/M
GENDER	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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