

SKI ELITE

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|---------|-----------------|---------------|
| 323,044 | 12 MONTH SKIERS | \$85.00/M |
| 209,978 | 6 MONTH SKIERS | ADD \$5.00/M |
| | 3 MONTH SKIERS | ADD \$10.00/M |
| | 1 MONTH SKIERS | ADD \$15.00/M |

EMAIL ADDRESSES - INQUIRE

THESE AFFLUENT AND HIGHLY EDUCATED SKIERS SPEND THOUSANDS OF DOLLARS ON SKIING AND RELATED OUTDOOR ACTIVITIES. WITH AN AVERAGE PROPERTY VALUE OF \$750,000 AND THE MEDIAN AGE RANGE 35 - 55, THEY ENJOY THE BEST THE SNOW COUNTRY HAS TO OFFER. THEY SPEND THEIR ENORMOUS INCOME ON FABULOUS INTERIOR DECORATING FOR THEIR HOMES (MANY ARE MULTIPLE HOME OWNERS) AND ON EXOTIC VACATIONS AND TRAVEL TO SKI RESORTS ALL OVER THE WORLD - BOTH FOR PARTICIPATION AND AS SPECTATORS TO NATIONAL COMPETITION EVENTS. MANY OF THESE UPSCALE SKIERS OWN PRIVATE PLANES.

GENDER: SELECTABLE

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

DUE TO THE PHYSICAL REQUIREMENTS OF THEIR SPORTS AND THEIR OUTDOOR SPIRIT, THESE PEOPLE ARE VERY INTERESTED IN VITAMINS AND NATURAL HEALTH & FITNESS PROGRAMS AND KEEPING PHYSICALLY FIT BY RUNNING, JOGGING, WALKING, HIKING, AND BIKING. MOST HAVE THEIR OWN GYM'S AND WEIGHT TRAINING EQUIPMENT IN THEIR HOMES.

UPDATED MONTHLY

FOR MANY, "PRICE IS NO OBJECT" AND THEIR HIGH INCOMES PROVIDE THE MEANS TO PURCHASE THE BEST IN NAME BRAND CLOTHING, ORIGINAL ART, VEHICLES, FITNESS EQUIPMENT, AND SPORTING GOODS SUPPLIES FOR SNOW SKIING, SNOWMOBILING, CROSS-COUNTRY AND DOWNHILL SKIING AND RELATED OUTDOOR SPORTS SUCH AS HIKING, CAMPING, HUNTING AND FISHING.

SELECTABLE RESORTS INCLUDE:

ASPEN, SNOWMASS, BASALT, VAIL, BEAVER CREEK, ARROWHEAD, AVON, EAGLE, EDWARDS, GLENWOOD SPRINGS, RIFLE, SILT, PARACHUTE, CRESTED BUTTE, STEAMBOAT SPRINGS, BRECKENRIDGE, KEYSTONE, COPPER MOUNTAIN, LOVELAND, SILVERTHORNE, POWDERHORN, IN COLORADO. CASPER, CODY AND JACKSON HOLE IN WYOMING. ANGEL FIRE, RED RIVER, RUIDOSO, TAOS AND SANTA FE IN NEW MEXICO. ALTA, SNOWBIRD, SOLITUDE, BRIGHTON, POWDER MOUNTAIN, PARK CITY, SUNDANCE AND SNOWBASIN, IN UTAH.

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

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.

(CONTINUED ON NEXT PAGE)

Midwest Direct Marketing, Inc.

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SKI ELITE

(CONT'D)

SOURCE: RESORT OWNERS/REGISTRATIONS/SKIERS

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|-------------------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP, COUNTY | \$6.00/M |
| GENDER | \$6.00/M |
| PRODUCT BUYERS | \$15.00/M |
| AGE | \$10.00/M |
| INCOME | \$10.00/M |
| PHONES | \$30.00/M |
| RESORT/PROPERTY OWNER | \$15.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com

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