

CHILDREN'S THEME BOOK AND MOVIE BUYERS

475,124	12 MONTH BOOK BUYERS	\$80.00/M	UNIT OF SALE:
298,706	12 MONTH MOVIE BUYERS	\$80.00/M	\$20.00 AVERAGE
	6 MONTH BUYERS	+\$10.00/M	
	3 MONTH BUYERS	+\$15.00/M	
	1 MONTH BUYERS	+\$20.00/M	
	NON-PROFIT RATE	\$70.00/M	
	EMAIL ADDRESSES - INQUIRE		

GENDER: 75% FEMALE

THESE BUYERS HAVE CHOSEN TO SLOW DOWN THEIR BUSY LIVES TO ENJOY QUALITY TIME WITH THEIR CHILDREN. AS THEIR CHILD'S FIRST AND MOST IMPORTANT TEACHER THEY UNDERSTAND THE IMPORTANCE OF READING OR ENJOYING A MOVIE TOGETHER. STORIES CAN SPARK A CHILD'S IMAGINATION AS THEY ENTERTAIN AND INFORM THEM. KNOWLEDGE IN MATH, SCIENCE AND SOCIAL SKILLS CAN BE OBTAINED. PARENT'S VOICES SOOTHE BABIES, TODDLERS ARE CAPTIVATED BY A BEDTIME STORY, SCHOOL CHILDREN ARE ENTHRALLED TO SHOW OFF THEIR READING ABILITY. READING OR WATCHING STORIES TOGETHER IS FAMILY TIME, FUN TIME, CUDDLE TIME. IT CREATES A TIME FOR CHILDREN TO LISTEN AND TO EXPRESS THEMSELVES.

ADDRESSING:
SEE SELECTIONS

KEYING: \$5.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

THESE BUYERS HAVE AN AVERAGE AGE OF 35 AND AN AVERAGE INCOME OF \$60K. THEY PURCHASE MOVIES AND BOOKS OF NURSERY RHYMES, SONGS, FABLES, FICTION, NON-FICTION, BIBLE STORIES AND MANY MORE. THEY ARE ALWAYS SHOPPING FOR EDUCATIONAL TOYS, CHILD PROOF FURNITURE, AND CLOTHING.

SELECTIONS AVAILABLE @ \$10/M

RELIGIOUS DENOMINATION	PRESENCE OF GRANDCHILDREN
CONTINUITY CLUB BUYER	FICTION OR NON-FICTION BUYERS
INSPIRATIONAL BOOK OR MOVIE BUYERS	HISTORY BOOK OR MOVIE BUYERS
HUMOR BOOK OR MOVIE BUYERS	DONOR BY CATEGORY

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: 100% DIRECT MAIL

SELECTIONS: STATE, SCF, ZIP	\$10.00/M
AGE, INCOME	\$10.00/M
GENDER	\$10.00/M
DEMOGRAPHICS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com