

**FAMILY MAGAZINES SUBSCRIBERS BY CATEGORY**

286,184	GENERAL PUBLICATIONS	\$70.00/M	UNIT OF SALE:
71,118	NEWS/FINANCIAL PUBLICATIONS	\$75.00/M	\$30.00 AVERAGE
89,423	CHRISTIAN PUBLICATIONS	\$75.00/M	
31,878	CRAFT PUBLICATIONS	\$75.00/M	
71,644	OPPORTUNITY SEEKERS	\$75.00/M	
78,322	HEALTH PUBLICATIONS	\$75.00/M	GENDER: 50/50
163,009	ENTERTAINMENT PUBLICATIONS	\$75.00/M	CAN SELECT
57,607	DO-IT-YOURSELF PUBLICATIONS	\$75.00/M	
	6 MONTH RECENCY	ADD \$5.00/M	ADDRESSING:
	3 MONTH RECENCY	ADD \$10.00/M	SEE SELECTIONS
	1 MONTH RECENCY	ADD \$15.00/M	
	EMAIL ADDRESSES - INQUIRE		

THESE SUBSCRIBERS SPEND AN ENORMOUS AMOUNT OF MONEY ON PUBLICATIONS CATERED TO THEIR SPECIFIC INTEREST OR HOBBY. WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$55,000, THESE FOLKS HAVE THEIR CHILDREN GROWN AND NOW DEVOTE TIME TO THEIR PERSONAL LIVES.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THEY ARE OF PRE-RETIREMENT AGE AND HAVE AN INTEREST IN FINANCIAL PLANNING AND HEALTH ISSUES FOR THEIR GOLDEN YEARS.

UPDATED MONTHLY

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.

SOURCE: 100% OUTBOUND TELEMARKETING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$7.50/M
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

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