

**HOME WORKSHOP**

631,972 HOME WORKSHOP OWNERS \$75.00/M  
 329,448 12 MONTH BUYERS \$85.00/M  
           6 MONTH BUYERS +\$5.00/M  
           3 MONTH BUYERS +\$10.00/M  
           1 MONTH BUYERS +\$15.00/M  
 EMAIL ADDRESSES - INQUIRE

UNIT OF SALE:  
 \$150.00 AVERAGE  
 GENDER: 80% MALE

ADDRESSING:  
 SEE SELECTIONS

THIS IS NOT YOUR TYPICAL MAN CAVE THESE CATALOG  
 AND ONLINE BUYERS OF SUPPLIES AND TOOLS ARE A  
 MIXTURE OF PROFESSIONALS, AMATEURS AND HOBBYISTS.  
 THEY EXCEL IN METALWORKING, WOODWORKING, WELDING,  
 PAINTING, PLUMBING, AUTO MECHANIC, REMODELING,  
 CARPENTRY AND MANY MORE BLUE COLLAR TRADES.

KEYING: \$2.00/M

MINIMUM ORDER:  
 5,000

TO KEEP THE WORKSHOP EFFICIENT AND ORGANIZED  
 MOST CONTAIN A WORK BENCH, TOOL CHEST, DRILL  
 PRESS, TABLE SAW, BELT SANDER, VISE OR ANVIL,  
 DUST COLLECTION SYSTEM, AIR VENTILATION, PEG  
 BOARD, POWER TOOLS, SHELVING, AIR COMPRESSOR,  
 WELDER AND MANY MORE TOOLS AND EQUIPMENT.

SAMPLE REQUIRED

UPDATED MONTHLY

THESE HANDYMEN ARE INTERESTED IN BOOKS, MAGAZINES,  
 SEMINARS AND VIDEOS TO KEEP THEM UPDATED ON THE  
 LATEST TOOLS AND TECHNIQUES. THEY ARE ALWAYS IN  
 THE MARKET FOR ADDITIONAL HARDWARE, SUPPLIES, TOOLS  
 AND ORGANIZATION PRODUCTS. THEY ARE EDUCATED  
 HOMEOWNERS WITH AN AVERAGE INCOME OF \$70K+.

SELECTIONS AVAILABLE - ADDITIONAL \$10/M

AUTOMOTIVE	WOODWORKING	METALWORKING
REMODELING	OWNER / RENTER	RURAL / FARM
CREDIT CARD BUYER	MAIL ORDER BUYER	RETAIL BUYER
ONLINE BUYER	AGE	INCOME
POWER TOOLS	ELECTRICAL EQUIPMENT	

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: PRODUCT REGISTRATION, DIRECT MAIL, RETAIL, ONLINE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$10.00/M
ZIP FILE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

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