

**HOME WORKSHOP**

632,118 HOME WORKSHOP OWNERS \$75.00/M  
 329,604 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

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)