

**RENAISSANCE LIFESTYLES**

|           |                        |         |           |                  |
|-----------|------------------------|---------|-----------|------------------|
| 4,810,642 | TOTAL UNIVERSE         |         | \$70.00/M |                  |
| 1,492,111 | AVID READER            | ADD     | \$10.00/M |                  |
| 673,238   | WINE CONNOISSEUR       | ADD     | \$10.00/M | ADDRESSING:      |
| 311,104   | CIGAR AFICIONADO       | ADD     | \$10.00/M | SEE SELECTIONS   |
| 295,463   | CLASSICAL MUSIC LOVER  | ADD     | \$10.00/M |                  |
| 683,317   | PERFORMING ARTS PATRON | ADD     | \$10.00/M |                  |
| 150,086   | FINE ART COLLECTOR     | ADD     | \$10.00/M | KEYING: \$2.00/M |
| 1,011,077 | GOURMET DINING         | ADD     | \$10.00/M |                  |
| 512,635   | HUMANITARIAN DONOR     | ADD     | \$10.00/M |                  |
| 646,347   | INTERNATIONAL TRAVELER | ADD     | \$10.00/M | MINIMUM ORDER:   |
| 502,458   | INVESTMENTS/FINANCE    | ADD     | \$10.00/M | 5,000            |
| 86,062    | LIVE THEATRE           | ADD     | \$10.00/M |                  |
| 227,319   | LUXURY AUTOMOBILES     | ADD     | \$10.00/M |                  |
| 813,664   | UPSCALE APPARREL       | ADD     | \$10.00/M | SAMPLE REQUIRED  |
|           | 6 MONTH HOTLINE        | ADD     | \$5.00/M  |                  |
|           | 3 MONTH HOTLINE        | ADD     | \$10.00/M |                  |
|           | 1 MONTH HOTLINE        | ADD     | \$15.00/M | UPDATED MONTHLY  |
|           | EMAIL ADDRESSES        | INQUIRE |           |                  |

REACH THESE UPSCALE SOCIALITES WHO ARE WELL-READ, WELL-CULTURED, AND ENJOY THE PLEASURES OF ENTERTAINING, FINE WINE, DINING AND EXOTIC TRAVEL.

THESE ELITE CONSUMERS SPEND THEIR ABOVE AVERAGE INCOMES ON DECORATING THEIR HOMES WITH COLLECTIBLE ART, ENJOY THE VERY BEST WINE AND CIGARS, FREQUENT WHITE LINEN RESTAURANTS, ATTEND LOCAL AND NATIONAL PERFORMING ARTS EVENTS AND PURCHASE GIFTS AND HOUSEHOLD ACCENTS FROM THE FINEST DEPARTMENT STORES.

HOUSEHOLD DEMOGRAPHIC SELECTIONS INCLUDE:  
AGE INCOME HOME VALUE INVESTOR  
AND MANY MORE

LIFESTYLE DEMOGRAPHIC SELECTIONS INCLUDE:  
TRAVEL ELECTRONICS COMPUTER OWNERS  
MUSIC PREFERENCE  
SEVERAL MORE EACH BY SPECIFIC TYPE - INQUIRE

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: DIRECT RESPONSE

|             |                        |           |
|-------------|------------------------|-----------|
| SELECTIONS: | STATE, SCF, ZIP        | \$6.00/M  |
|             | GENDER                 | \$6.00/M  |
|             | HOUSEHOLD DEMOGRAPHICS | \$10.00/M |
|             | LIFESTYLE DEMOGRAPHICS | \$15.00/M |
|             | 6 MONTH HOTLINE        | \$5.00/M  |
|             | 3 MONTH HOTLINE        | \$10.00/M |
|             | 1 MONTH HOTLINE        | \$15.00/M |
|             | ELECTRONIC DELIVERY    | \$50.00   |

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

**Midwest Direct Marketing, Inc.**  
Midwestdm.com (913) 686-2220 Email: info@midwestdm.com