

AMERICAN MUSIC LOVERS

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|---------|------------------------|---------|-----------|------------------|
| 210,132 | MUSIC LISTENERS/BUYERS | | \$70.00/M | UNIT OF SALE: |
| | 6 MONTH HOTLINE | ADD | \$5.00/M | N/A |
| | 3 MONTH HOTLINE | ADD | \$10.00/M | |
| | 1 MONTH HOTLINE | ADD | \$15.00/M | GENDER: 58% MALE |
| | EMAIL ADDRESSES | INQUIRE | | CAN SELECT |

THESE PEOPLE ARE PASSIONATE FOR MUSIC AND PURCHASE MORE RECORDS, CD'S, CASSETTES AND ONLINE MUSIC THAN THE NORM. THEY LOVE TO LISTEN TO ALL TYPES OF MUSIC AND DOWNLOAD FROM ITUNES, GOOGLE, AMAZON, CDBABY, EMUSIC, JUNO, HDTRACKS AND MANY MORE. MANY PURCHASE APPAREL SPORTING THEIR FAVORITE STYLE OF MUSIC OR PERFORMER. MUSIC FANATICS LIKE THESE PURCHASE A WIDE VARIETY OF MUSIC, ELECTRONICS AND STEREO EQUIPMENT. MANY PURCHASE 10 OR MORE SONGS ANNUALLY AND ATTEND ONE OR MORE CONCERT EVENTS PER YEAR. THEIR AGE RANGE IS 20-85.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

ADDITIONAL SELECTIONS AT \$10.00/M:
PURCHASE RECORDS/DISCS/TAPES/ONLINE/DOWNLOAD
BELONG TO MUSIC CLUB
JOIN CLUB THROUGH MAGAZINE/NEWSLETTER
JOIN CLUB THROUGH DIRECT MAIL OR ONLINE
ORDER MUSIC THROUGH MAIL/PHONE/INTERNET
ATTEND CLASSICAL CONCERT
ATTEND ROCK/POP/OTHER CONCERT
ATTEND COUNTRY CONCERT
TYPE OF MUSIC: CLASSICAL, OPERA, ELECTRONIC, FOLK,
BLUES, COUNTRY, HIP HOP, JAZZ, POP, REGGAE, R&B,
ROCK, ALTERNATIVE, METAL, PUNK, CONTEMPORARY, RAP,
OLDIES, PROGRESSIVE, PSYCHEDELIC, TECHNO, & AMBIENT

THIS LIST HAS BEEN CREATED BY ANALYZING CONSUMERS THAT REPORT MUSIC LISTENING, BUYING AND MUSIC-ENTHUSIAST RELATED BEHAVIORS IN SIMMON'S NATIONAL CONSUMER RESEARCH DATA AND IDENTIFYING NATIONAL CONSUMER HOUSEHOLDS WITH THE HIGHEST SIMILARITY AND MUSIC ENTHUSIAST BEHAVIORAL PREFERENCES - BASED ON STATISTICAL MODELS DEVELOPED BY RUF STRATEGIC SOLUTIONS AND ADDITIONAL EXTERNAL DATA INCLUDING EXPERIAN INSOURCE DEMOGRAPHICS.

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: DEVELOPED BY RUF STRATEGIC SOLUTIONS IN COOPERATION WITH EXPERIAN

CONTINUED ON NEXT PAGE

AMERICAN MUSIC LOVERS (CONTINUED)

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| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| TELEPHONES | \$30.00/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 EMAIL: Scott@midwestdm.com