

**AMERICA'S FAVORITE HOBBIES**

2,445,136	12 MO.	HOBBY HOUSEHOLDS		\$70.00/M	
265,647	12 MO.	BICYCLING	+	\$10.00/M	
626,744	12 MO.	BIRD WATCHING	+	\$10.00/M	MOSTLY MALE
489,129	12 MO.	BOATING/SAILING	+	\$10.00/M	CAN SELECT
349,899	12 MO.	CAMPING/HIKING	+	\$10.00/M	
434,603	12 MO.	FISHING	+	\$10.00/M	ADDRESSING:
294,462	12 MO.	GARDENING	+	\$10.00/M	EMAIL/FTP
438,289	12 MO.	GOLF	+	\$10.00/M	CD ROM
359,689	12 MO.	KNITTING/QUILTING	+	\$10.00/M	DISKETTE
372,114	12 MO.	NEEDLECRAFT/SEWING	+	\$10.00/M	
782,555	12 MO.	PHYSICAL FITNESS	+	\$10.00/M	KEYING: 2.00/M
398,529	12 MO.	PHOTOGRAPHY	+	\$10.00/M	
569,783	12 MO.	RACING ENTHUSIAST	+	\$10.00/M	MINIMUM ORDER:
253,736	12 MO.	SCRAPBOOKING	+	\$10.00/M	5,000
195,599	12 MO.	SKIING/SNOW OR WATER	+	\$10.00/M	
564,286	12 MO.	TENNIS	+	\$10.00/M	SAMPLE REQUIRED
1,480,997	12 MO.	TV SPORTS FANATICS	+	\$10.00/M	
385,224	12 MO.	WINE APPRECIATION	+	\$10.00/M	
	6 MO.	HOTLINE	+	\$5.00/M	
	3 MO.	HOTLINE	+	\$10.00/M	
	1 MO.	HOTLINE	+	\$15.00/M	

EMAIL ADDRESSES - INQUIRE

THESE CONSUMERS SPEND THEIR PRECIOUS LEISURE TIME BY ACTIVELY PARTICIPATING IN THEIR FAVORITE HOBBIES. WHETHER IT BE OUTDOOR SPORTS PARTICIPATION OR FOLLOWING BASEBALL, FOOTBALL, NASCAR, BASKETBALL OR HOCKEY ON TV, THESE ENTHUSIASTS ARE SERIOUS ABOUT THEIR HOBBIES.

UPDATED MONTHLY

WITH AN AVERAGE INCOME OF \$75,000 AND AN AVERAGE AGE OF 40, THESE BUSY CONSUMERS ARE ALWAYS INTERESTED IN OFFERS THAT FURTHER THEIR KNOWLEDGE OF THEIR FAVORITE HOBBY.

DEMOGRAPHIC SELECTIONS AVAILABLE ON THIS FILE AT AN ADDITIONAL \$15/M INCLUDE:

AGE	CREDIT CARD BY TYPE
INCOME	LENGTH OF RESIDENCE
GENDER	PRESENCE OF CHILDREN
PC OWNER	CHILDREN'S AGE RANGE
HOMEOWNER	PET OWNERSHIP/DOG OR CAT
MAIL ORDER BUYER	

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**AMERICA'S FAVORITE HOBBIES (CONTINUED)**

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
DEMOGRAPHIC SELECTIONS	\$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 EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)