

AMERICA'S FAVORITE HOBBIES

2,444,247	12 MO.	HOBBY HOUSEHOLDS		\$70.00/M	
265,113	12 MO.	BICYCLING	+	\$10.00/M	
626,299	12 MO.	BIRD WATCHING	+	\$10.00/M	MOSTLY MALE
489,076	12 MO.	BOATING/SAILING	+	\$10.00/M	CAN SELECT
349,564	12 MO.	CAMPING/HIKING	+	\$10.00/M	
434,592	12 MO.	FISHING	+	\$10.00/M	ADDRESSING:
294,208	12 MO.	GARDENING	+	\$10.00/M	EMAIL/FTP
438,112	12 MO.	GOLF	+	\$10.00/M	CD ROM
359,246	12 MO.	KNITTING/QUILTING	+	\$10.00/M	DISKETTE
371,517	12 MO.	NEEDLECRAFT/SEWING	+	\$10.00/M	
782,309	12 MO.	PHYSICAL FITNESS	+	\$10.00/M	KEYING: 2.00/M
398,286	12 MO.	PHOTOGRAPHY	+	\$10.00/M	
569,341	12 MO.	RACING ENTHUSIAST	+	\$10.00/M	MINIMUM ORDER:
253,222	12 MO.	SCRAPBOOKING	+	\$10.00/M	5,000
195,168	12 MO.	SKIING/SNOW OR WATER	+	\$10.00/M	
564,007	12 MO.	TENNIS	+	\$10.00/M	SAMPLE REQUIRED
1,480,118	12 MO.	TV SPORTS FANATICS	+	\$10.00/M	
385,176	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

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