

AMERICA'S FAVORITE HOBBIES

2,445,321	12 MO.	HOBBY HOUSEHOLDS		\$70.00/M	
264,512	12 MO.	BICYCLING	+	\$10.00/M	
626,734	12 MO.	BIRD WATCHING	+	\$10.00/M	MOSTLY MALE
489,068	12 MO.	BOATING/SAILING	+	\$10.00/M	CAN SELECT
349,649	12 MO.	CAMPING/HIKING	+	\$10.00/M	
434,511	12 MO.	FISHING	+	\$10.00/M	ADDRESSING:
293,289	12 MO.	GARDENING	+	\$10.00/M	EMAIL/FTP
438,764	12 MO.	GOLF	+	\$10.00/M	CD ROM
359,693	12 MO.	KNITTING/QUILTING	+	\$10.00/M	DISKETTE
372,187	12 MO.	NEEDLECRAFT/SEWING	+	\$10.00/M	
782,596	12 MO.	PHYSICAL FITNESS	+	\$10.00/M	KEYING: 2.00/M
398,699	12 MO.	PHOTOGRAPHY	+	\$10.00/M	
569,724	12 MO.	RACING ENTHUSIAST	+	\$10.00/M	MINIMUM ORDER:
253,638	12 MO.	SCRAPBOOKING	+	\$10.00/M	5,000
195,596	12 MO.	SKIING/SNOW OR WATER	+	\$10.00/M	
564,417	12 MO.	TENNIS	+	\$10.00/M	SAMPLE REQUIRED
1,480,246	12 MO.	TV SPORTS FANATICS	+	\$10.00/M	
384,922	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	

CONTINUED ON NEXT PAGE

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