

BUILDING KIT BUYERS & INQUIRERS

130,141	12 MONTH BUYERS & INQUIRERS	\$75.00/M	
	6 MONTH HOTLINE	ADD \$5.00/M	GENDER: 75% MALE
	3 MONTH HOTLINE	ADD \$10.00/M	CAN SELECT
	1 MONTH HOTLINE	ADD \$15.00/M	
	EMAIL ADDRESSES - INQUIRE		

THESE DO-IT-YOURSELF BUILDING KITS ARE AMERICA'S
BEST METAL BUILDINGS.

COMMERCIAL USES INCLUDE SMALL BUSINESS, WAREHOUSING,
INDUSTRY, MANUFACTURING, DISTRIBUTION, MINI-STORAGE
SYSTEMS AND EVEN AVIATION BUILDINGS AND SPORTS
COMPLEXES FOR RECREATION.

RESIDENTIAL USES INCLUDE GARAGES, WORKSHOPS, BOAT
AND RV STORAGE AND EQUINE ARENAS AND BARNs FOR
AGRICULTURAL FARM AND RANCH USE.

THESE SELF-SUFFICIENT CONSUMERS ARE HOMEOWNERS
AND/OR BUSINESS OWNERS WITH AN AVERAGE HOUSEHOLD
INCOME OF \$55,000 AND AN AVERAGE AGE OF 45-54.

SELECTIONS:

PRODUCT BUYERS = 120,008	RURAL ESTATES = 65,389
BOOK BUYERS = 48,043	HOBBY FARMERS = 42,187
MAGAZINE SUBSCRIBERS = 22,371	TOOLS/WORKSHOP = 76,111
CONTRIBUTORS/DONORS = 72,146	
CRAFTS AND HOBBIES = 30,812	

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR
RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.
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 MAIL, INTERNET, FSI'S

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

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