

**CRAFT AMERICAN STYLE**

188,862	12 MO. BUYERS/PAID INQUIRERS	\$70.00/M	UNIT OF SALE:
123,079	6 MO. BUYERS/PAID INQUIRERS +	\$10.00/M	\$32.00 AVERAGE
79,741	3 MO. BUYERS/PAID INQUIRERS +	\$15.00/M	
	1 MO. BUYERS/PAID INQUIRERS +	\$20.00/M	
	NON-PROFIT RATE	\$60.00/M	GENDER: 85% FEMALE
	EMAIL ADDRESSES	INQUIRE	CAN SELECT

THESE AVID CRAFT ENTHUSIASTS HAVE PURCHASED PLANS OR PAID FOR INFORMATION REGARDING NEW OPPORTUNITIES IN CRAFTING FOR FUN AND PROFIT. THESE CRAFTERS AND ARTISTS RESPOND TO CLASSIFIED SPACE ADVERTISEMENTS OR PURCHASE PLANS AND KITS AT NATIONAL CRAFT SHOWS.

ADDRESSING:  
SEE SELECTIONS  
KEYING: \$2.00/M

MANY OF THESE FOLKS HAVE HOME-BASED BUSINESSES. THEY ARE INTERESTED IN COUNTRY LIFESTYLES, HAND-CRAFTED ITEMS, TOOLS AND CRAFTING SUPPLIES. DEMOGRAPHICS SUGGEST THE MEDIAN AGE IS 43 WITH A HOUSEHOLD INCOME OF \$44,000. MOST ARE MARRIED AND OWN THEIR OWN HOMES.

MINIMUM ORDER:  
5,000  
SAMPLE REQUIRED  
UPDATED MONTHLY

\*\*\* ADDITIONAL SELECTIONS AT \$10.00/M:

GLASS PATTERN BUYERS =	12,986
CERAMIC PATTERNS/KITS =	31,397
WOODWORKING PATTERNS =	48,891
COUNTRY CRAFTS =	34,916
SCRAP BOOKING=	28,439
CROCHET/SEWING=	41,113

90% AT HOME ADDRESSES

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: SPACE ADVERTISING & TRADE SHOWS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
PRODUCT SELECT	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)