

**CRAFT AMERICAN STYLE**

|         |                               |           |                    |
|---------|-------------------------------|-----------|--------------------|
| 187,931 | 12 MO. BUYERS/PAID INQUIRERS  | \$70.00/M | UNIT OF SALE:      |
| 122,155 | 6 MO. BUYERS/PAID INQUIRERS + | \$10.00/M | \$32.00 AVERAGE    |
| 79,401  | 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   |

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