

CRAFT AMERICAN STYLE

189,476	12 MO. BUYERS/PAID INQUIRERS	\$70.00/M	UNIT OF SALE:
123,784	6 MO. BUYERS/PAID INQUIRERS +	\$10.00/M	\$32.00 AVERAGE
80,933	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 =	13,111
CERAMIC PATTERNS/KITS =	31,481
WOODWORKING PATTERNS =	49,744
COUNTRY CRAFTS =	35,172
SCRAP BOOKING=	28,509
CROCHET/SEWING=	41,125

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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