

**FAMILY MAGAZINES MAIL ORDER BUYERS**

249,711	12 MONTH BUYERS	\$80.00/M	UNIT OF SALE:
	6 MONTH HOTLINE	ADD \$5.00/M	\$75.00 AVERAGE
	3 MONTH HOTLINE	ADD \$10.00/M	
	1 MONTH HOTLINE	ADD \$15.00/M	
	EMAIL ADDRESSES - INQUIRE		

THESE STABLE AMERICANS, WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$50,000, SPEND THEIR HARD EARNED MONEY PURCHASING THROUGH THE MAIL.

GENDER: 50/50  
CAN SELECT

THESE ARE THE BABY BOOMERS. WITH THEIR CHILDREN GROWN, THEY HAVE TIME TO SPEND ON THEIR OWN PERSONAL INTERESTS AND HOBBIES. MANY TAKE THAT GOURMET COOKING OR ART CLASS, THEY TRAVEL TO EXOTIC LOCATIONS, RESTORE THE VINTAGE AUTOMOBILE, OR DEVOTE MORE TIME TO THEIR ANTIQUES AND COLLECTIONS. THEY HAVE RESPONDED TO A TELEMARKETING OFFER TO SUBSCRIBE TO THE PUBLICATIONS SERVING THESE INTERESTS AND LIFETIME DESIRES.

ADDRESSING:  
SEE SELECTIONS  
KEYING: \$2.00/M  
MINIMUM ORDER:  
5,000  
SAMPLE REQUIRED

THEY ARE PRE-RETIREMENT AGE AND ALSO HAVE AN INTEREST IN FINANCIAL PLANNING. THEY ARE AVID READERS WITH A THIRST FOR KNOWLEDGE.

UPDATED MONTHLY

WITH THEIR AVERAGE INCOME, THEY TAKE THE TIME TO SHOP FOR QUALITY ITEMS TO GET THE BEST VALUE FOR THEIR HARD EARNED MONEY.

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: 100% OUTBOUND TELEMARKETING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$7.50/M
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

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