

**FASHION & ACCESSORIES**

3,962,114	MASTERFILE		\$50.00/M	
3,509,116	WOMEN'S APPAREL	ADD	\$10.00/M	
437,097	WOMEN'S PLUS SIZE	ADD	\$10.00/M	GENDER: 53% FEMALE
1,012,245	MEN'S APPAREL	ADD	\$10.00/M	CAN SELECT
61,644	MEN'S BIG & TALL	ADD	\$10.00/M	
42,079	JEWELRY & ACCESSORIES	ADD	\$10.00/M	ADDRESSING:
	6 MONTH HOTLINE	ADD	\$5.00/M	SEE SELECTIONS
	3 MONTH HOTLINE	ADD	\$10.00/M	
	1 MONTH HOTLINE	ADD	\$15.00/M	
	EMAIL ADDRESSES	INQUIRE		

REACH FASHION CONSCIENCE MEN AND WOMEN THAT STRIVE TO MAKE A GOOD APPEARANCE EVERY DAY. THEY REGULARLY PURCHASE NAME BRAND CLOTHING AND THE LATEST LOGO'D APPAREL ITEMS. THEY SUBSCRIBE TO FASHION AND BEAUTY MAGAZINES TO STAY INFORMED OF THE LATEST HOLLYWOOD FASHION TRENDS. WITH AN AVERAGE AGE OF 44 AND AN AVERAGE INCOME OF \$48,000, THESE SHOPPERS WEAR NOTHING BUT THE BEST IN CHOICE FABRICS AND DESIGNER DUDS.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

SELECTIONS AVAILABLE AT \$10/M:

AGE	MARITAL STATUS
TRAVELLER	LENGTH OF RESIDENCE
HOMEOWNER	COMPUTER BUYER
ELECTRONICS BUYER	HOME VALUE
INVESTOR	INCOME
PERFUME BUYERS	WINDOW TREATMENTS
BEDDING/LINENS	GIFTS & ACCESSORIES
COMPUTER OWNER (BY TYPE)	CHILD'S AGE OR GENDER
HOBBIES (BY TYPE)	CREDIT CARD (BY TYPE)
COLLECTIBLES (BY TYPE)	INVESTMENTS (BY TYPE)
OWN SPA, POOL, HOT TUB	OCCUPATION (BY TYPE)
MUSIC PREFERENCE (BY TYPE)	SPORTS INTEREST
DONORS (BY CONCERN)	TRAVEL (BY TYPE)
CHILDREN'S APPAREL	

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 RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
DEMOGRAPHIC SELECTIONS	\$10.00/M
LIFESTYLE SELECTIONS	\$10.00/M
EMAIL DELIVERY	\$75.00
FTP DELIVERY	\$100.00

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