

FASHION & ACCESSORIES

| | | | | |
|-----------|-----------------------|---------|-----------|--------------------|
| 3,981,624 | MASTERFILE | | \$50.00/M | |
| 3,514,389 | WOMEN'S APPAREL | ADD | \$10.00/M | |
| 194,073 | WOMEN'S PLUS SIZE | ADD | \$10.00/M | GENDER: 53% FEMALE |
| 1,017,647 | MEN'S APPAREL | ADD | \$10.00/M | CAN SELECT |
| 40,625 | MEN'S BIG & TALL | ADD | \$10.00/M | |
| 44,496 | 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 |
| ELECTRONIC DELIVERY | \$50.00 |

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com