

GARDENS GALORE

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| 417,318 | 12 MONTH DEDICATED GARDENERS | \$75.00/M | |
| 98,246 | 12 MONTH ORGANIC GARDENERS | \$75.00/M | |
| 265,397 | 12 MONTH VEGETABLE GARDENERS | \$75.00/M | GENDER: 51% FEMALE |
| 353,162 | 12 MONTH FLOWER GARDENERS | \$75.00/M | CAN SELECT |
| 384,641 | 12 MONTH PRODUCT RESPONDERS | \$75.00/M | |
| | 6 MONTH HOTLINE | ADD \$5.00/M | |
| | 3 MONTH HOTLINE | ADD \$10.00/M | |
| | 1 MONTH HOTLINE | ADD \$15.00/M | |
| | EMAIL ADDRESSES | INQUIRE | |

ADDRESSING:
SEE SELECTIONS

FROM VEGETABLE GARDENS TO FLOWER GARDENS TO ORGANIC GARDENS FOR BETTER LIVING, THESE DIGGERS OF THE DIRT ENJOY THEIR TIME OUTDOORS AND IN THEIR GARDENS. THEY PURCHASE A WIDE RANGE OF GARDENING HAND TOOLS, BOOTS AND APPAREL AND LAWN EQUIPMENT. THEY ALSO PURCHASE KITCHEN APPLIANCES AND CANNING SUPPLIES TO BE ABLE TO ENJOY THE FRUITS OF THEIR LABORS YEAR AROUND.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THESE SALT OF THE EARTH "GREEN THUMBS" SUBSCRIBE TO PUBLICATIONS TO LEARN OF GARDENING TECHNIQUES, PEST AND WEED CONTROL, SEEDS AND FERTILIZERS AND LANDSCAPING AND LAWN CARE.

UPDATED MONTHLY

WHETHER THEY GARDEN TO BEAUTIFY THEIR HOMES OR FEED THEIR FAMILIES, THESE GARDENING ENTHUSIASTS CAN'T WAIT TO START PLANNING AND PURCHASING THEIR PLANTS AND SUPPLIES FOR SPRING EACH YEAR.

MANY LIFESTYLE AND HOUSEHOLD DEMOGRAPHICS SELECTIONS ARE AVAILABLE - PLEASE INQUIRE.

ALL ORDER 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

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| SELECTIONS: | STATE, SCF, ZIP | \$6.00/M |
| | GENDER | \$6.00/M |
| | LIFESTYLE DEMOGRAPHICS | \$15.00/M |
| | HOUSEHOLD DEMOGRAPHICS | \$10.00/M |
| | ELECTRONIC DELIVERY | \$50.00 |

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