

**HEART OF AMERICA DO-IT-YOURSELFERS**

215,749	12 MONTH BUYERS	\$80.00/M	
140,237	6 MONTH HOTLINE	+ \$5.00/M	GENDER: 50/50
91,115	3 MONTH HOTLINE	+\$10.00/M	CAN SELECT
	1 MONTH HOTLINE	+\$15.00/M	
	EMAIL ADDRESSES - INQUIRE		

THE CONSUMERS HAVE PURCHASED A WIDE VARIETY OF MAGAZINES, BOOKS AND VIDEOS TO HANDLE THEIR OWN REPAIR WORK. WHETHER THEY HAVE A NEED FOR MINOR AUTO REPAIRS AND MAINTENANCE, MINOR CONSTRUCTION, PLUMBING OR ELECTRICAL WORK, THESE ARE "HANDS ON" TYPE CONSUMERS WHO PREFER TO DO THE WORK THEMSELVES.

ADDRESSING:  
SEE SELECTIONS  
KEYING: \$2.00/M

THESE RUGGED REPAIRMEN AND WOMEN ARE INTERESTED IN BUILDING MATERIALS AND AUTOMOTIVE SUPPLIES TO COMPLETE THE TASK AT HAND. OFTEN THESE BUSY HOMEOWNERS SPEND VACATION TIME TO REMODEL A ROOM OR COMPLETE A PROJECT.

MINIMUM ORDER:  
5,000  
SAMPLE REQUIRED

THEY ARE INTERESTED IN PRODUCTS SUCH AS SAWS, DRILLS AND OTHER POWER TOOLS TO COMPLETE THEIR HOME IMPROVEMENT OR AUTOMOTIVE TASK. THEY ARE ALSO INTERESTED IN INSURANCE TO PROTECT THEIR INVESTMENT OF TIME AND MONEY.

UPDATED MONTHLY

THESE DO-IT-YOURSELFERS ARE DEEPLY DEVOTED TO FAMILY AND THEREFORE, ARE INTERESTED IN ISSUES RELATING TO THE WELL-BEING OF THE FAMILY AND CHILDREN'S ISSUES.

SELECTIONS AVAILABLE @ \$10/M:

REMODELING	RE-DECORATING	WORKSHOP TOOLS
PAINT PROJECTS	LANDSCAPING PROJECTS	
POWER TOOLS	LAWN EQUIPMENT	

ALL ORDERS CANCELLED AFTER 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.

ALL ORDERS NOT PAID WITHIN GUARANTEED DATE WILL FORFEIT PRICING, NET NAME AND COMMISSION DISCOUNTS.

SOURCE: DIRECT MAIL, TELEMARKETING, INTERNET

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE OR INCOME	\$10.00/M
CREDIT CARD HOLDER	\$10.00/M
MAIL ORDER BUYERS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

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