

SHE SHED SHOPPERS

86,137 12 MONTH SHOPPERS \$85.00/M
 6 MONTH SHOPPERS +\$5.00/M
 3 MONTH SHOPPERS +\$10.00/M
 1 MONTH SHOPPERS +\$15.00/M
 EMAIL ADDRESSES- INQUIRE

UNIT OF SALE:
 \$150.00 AVERAGE
 GENDER: 95% FEMALE

ADDRESSING:
 SEE SELECTIONS

THESE WOMEN HAVE PURCHASED OR ARE IN THE MARKET FOR THEIR OWN BACKYARD SHED. WHETHER THE LADIES WILL USE THEIR SHED FOR GARDENING TOOLS, READING, SEWING, CRAFTING, PRIVATE OFFICE, YOGA OR ENTERTAINING IT WILL BE THEIR HIDEAWAY TO ESCAPE THE DAILY GRIND.

KEYING: \$2.00/M

THEY WILL DEFINE THEIR SPACE, PICK A DESIGN AND GET TO WORK MAKING IT THEIR SANCTURARY. THIS IS NO MAN CAVE, THE WALLS WILL BE PAINTED, SHELVES INSTALLED, FLOORING CHOSEN, WINDOW TREATMENTS HUNG, FURNITURE PURCHASED, AND DECORATED TO MAKE IT THEIR OWN PERSONAL BACKYARD RETREAT.

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

UPDATED MONTHLY

THESE WOMEN ARE INTERESTED IN BOOKS, MAGAZINES, SEMINARS AND VIDEOS TO KEEP THEM UPDATED ON THE LATEST TRENDS AND IDEAS. THEY ARE ALWAYS IN THE MARKET FOR ADDITIONAL SUPPLIES, TOOLS AND ORGANIZATIONAL PRODUCTS. THEY ARE EDUCATED HOMEOWNERS WITH AN AVERAGE INCOME OF \$50K+.

INTERESTS AVAILABLE - ADDITIONAL \$10/M

READING	PHOTOGRAPHY	EXERCISE
GARDENING	WRITING	SEWING
CRAFTING	PAINTING	ENTERTAINING
WINE ENTHUSIAST	COOKING	GAMING
QUILTING	WOODWORKING	TV/MOVIES/VIDEOS

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: PRODUCT REGISTRATION, DIRECT MAIL, RETAIL, ONLINE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$10.00/M
ZIP FILE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com