

## ACCOUTREMENTS BY LIZA

34,613	FORMER BUYERS/INQUIRERS	\$70.00/M	UNIT OF SALE:
	NON-PROFIT RATE	\$60.00/M	\$101.00 AVERAGE
	PUBLISHER RATE	\$60.00/M	
	NCOA'D TWICE ANNUALLY		GENDER: 90% FEMALE
			CANNOT SELECT

ACCOUTREMENTS BY LIZA ELEVATED ENTERTAINING TO AN ART FORM, AND THIS WAS REFLECTED IN THE ITEMS AVAILABLE IN THE CATALOGUE. EVERYTHING CHOSEN WAS PRETTY AND RELATED TO SETTING A BEAUTIFUL TABLE OR HOSTING THE PERFECT TEA PARTY.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THESE UPSCALE BUYERS CHOSE SERVING PIECES, NAPKIN RINGS, COASTERS, TABLE RUNNERS, TEA SETS, LAMPS, CENTERPIECES, DISHES, LIMOGES AND TABLE ORNAMENTS MADE FROM ELEGANT SILVER, EXQUISITE PROCELAIN AND FINE CHINA TO HAND-BLOWN GLASS AND CERAMICS. THESE QUALITY ITEMS ENHANCED GATHERINGS AND MANY CHOSE THESE AS AN ADDITION TO THEIR DISH AND PLACE-SETTING COLLECTIONS. ACCOUTREMENTS BY LIZA ALSO OFFERED QUALITY TEAS, COOKBOOKS, BOOKS AND DECORATING ITEMS FOR THE HOME.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: MARCH 2010  
NEXT: NOVEMBER 2010

WITH AN AVERAGE INCOME OF \$65,000+ AND AN AVERAGE AGE RANGE OF 45-55, THESE UPSCALE MARRIED WOMEN SPEND THEIR DISCRETIONARY INCOME ON THE FINEST TABLE SETTINGS AND ACCESSORIES TO BEAUTIFY THEIR HOME.

MAIL ORDER BUYER COUNT = 19,244

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 MAIL & SPACE ADVERTISING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
DEMOGRAPHIC SELECTIONS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
P/S LABELS	\$10.00/M
MAIL ORDER BUYERS	\$15.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

\*\* USAGE \*\*

FIRE AND FINESSE	HOME DECORATIONS COLLECT.
HOFFMAN MEDIA, INC.	WINFIELD COLLECT.

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: info@midwestdm.com