

AEROSPORT REGISTERED AIRCRAFT OWNERS

233,373 AIRCRAFT OWNERS BY TYPE \$50.00/M
 85,896 MAIL ORDER BUYERS ADD \$15.00/M

AIRCRAFT OWNERS...WE SAY THAT UNASSUMINGLY.
 THESE PEOPLE OWN AIRPLANES, HELICOPTERS, BALLOONS,
 GLIDER PLANES, EXPERIMENTAL ULTRALIGHTS, AEROBATIC
 PLANES AND OTHERS. OVER 130,000 OF THESE AIRCRAFT
 ARE PERSONALLY OWNED, WHICH MEANS HIGHLY DISPOSABLE
 INCOME. THESE FOLKS SPEND LARGE AMOUNTS OF MONEY
 ANNUALLY ON THEIR AIRPLANES AND THE EQUIPMENT TO
 KEEP THEM AIRBORNE.

GENDER: 85% MALE
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

CORPORATE AND PARTNERSHIP OWNERS MAKE UP THE BALANCE
 OF THE FILE. PERFECT PROSPECTS FOR YOUR BUSINESS TO
 BUSINESS MAILERS. CORPORATELY OWNED PLANES CERTAINLY
 TRANSLATES INTO FORTUNE 5,000 COMPANIES, DECISION
 MAKERS "ON THE GO". TAILOR YOUR MAILING TO THE
 SPECIFIC AUDIENCE BY USING ONE OR MORE OF THE MANY
 SELECTIONS AVAILABLE.

SAMPLE REQUIRED

THRU: JULY 2011
 NEXT: FEBRUARY 2012

ADDITIONAL SELECTIONS AVAILABLE AT \$10.00/M:

125,693 INDIVIDUAL OWNERS
 53,646 CORPORATE OWNERS
 37,545 PARTNERSHIPS/CO-OWNERSHIPS

TYPE OF AIRCRAFT:

42,330 MULTI-ENGINE CRAFT OWNERS
 19,382 SINGLE-ENGINE CRAFT OWNERS
 4,253 GLIDER OWNERS
 8,623 HELICOPTER OWNERS
 6,287 BALLOON OWNERS

TYPE OF ENGINE:

167,589 OWNERS OF PROPELLER AIRCRAFT
 7,198 OWNERS JET AIRCRAFT

APPROVED OPERATION:

86,503 NORMAL
 14,224 UTILITY
 606 ACROBATIC
 2,805 TRANSPORT
 958 GLIDER
 4,036 BALLOON

AIRWORTHINESS CLASSIFICATION:

151,319 STANDARD
 4,207 RESTRICTED
 16,056 EXPERIMENTAL/AMATEUR BUILT

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.

(CONTINUED ON NEXT CARD)

Midwest Direct Marketing, Inc.

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

AEROSPORT REGISTERED AIRCRAFT OWNERS (CONT'D)

SOURCE: REGISTRATION FILES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
MULTI CRAFT OWNERS	\$10.00/M
AGE OF AIRCRAFT	\$10.00/M
OTHER SELECTS	\$6.00/M
MAIL ORDER BUYERS	\$15.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AIR & SPACE SOCIETY CASTLE AIR MUSEUM
AMER. SOCIETY FOR TESTING LUXURY MEDIA CORP.

WORLD RSRCH GROUP

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com