

AEROSPORT REGISTERED AIRCRAFT OWNERS

233,586 AIRCRAFT OWNERS BY TYPE \$50.00/M
 85,974 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 2010
 NEXT: FEBRUARY 2011

ADDITIONAL SELECTIONS AVAILABLE AT \$10.00/M:

122,095 INDIVIDUAL OWNERS
 52,084 CORPORATE OWNERS
 36,452 PARTNERSHIPS/CO-OWNERSHIPS

TYPE OF AIRCRAFT:

32,572 MULTI-ENGINE CRAFT OWNERS
 18,818 SINGLE-ENGINE CRAFT OWNERS
 4,129 GLIDER OWNERS
 8,372 HELICOPTER OWNERS
 6,104 BALLOON OWNERS

TYPE OF ENGINE:

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

APPROVED OPERATION:

83,983 NORMAL
 13,810 UTILITY
 588 ACROBATIC
 2,723 TRANSPORT
 929 GLIDER
 3,918 BALLOON

AIRWORTHINESS CLASSIFICATION:

146,912 STANDARD
 4,085 RESTRICTED
 15,588 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
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
OTHER SELECTS	\$6.00/M
MAIL ORDER BUYERS	\$15.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00
MULTI CRAFT OWNERS	+ \$10.00/M
AGE OF AIRCRAFT	+ \$10.00/M

** USAGE **

AIR & SPACE SOCIETY CASTLE AIR MUSEUM
AMER. SOCIETY FOR TESTINGLUXURY MEDIA CORP.

WORLD RSRCH GROUP

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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