

**AMERICA'S FAVORITE HOBBIES**

2,445,819	12 MO.	HOBBY HOUSEHOLDS		\$70.00/M	
263,044	12 MO.	BICYCLING	+	\$10.00/M	
627,249	12 MO.	BIRD WATCHING	+	\$10.00/M	MOSTLY MALE
488,203	12 MO.	BOATING/SAILING	+	\$10.00/M	CAN SELECT
349,916	12 MO.	CAMPING/HIKING	+	\$10.00/M	
434,355	12 MO.	FISHING	+	\$10.00/M	ADDRESSING:
291,836	12 MO.	GARDENING	+	\$10.00/M	EMAIL/FTP
438,826	12 MO.	GOLF	+	\$10.00/M	CD ROM
360,238	12 MO.	KNITTING/QUILTING	+	\$10.00/M	DISKETTE
372,891	12 MO.	NEEDLECRAFT/SEWING	+	\$10.00/M	
782,542	12 MO.	PHYSICAL FITNESS	+	\$10.00/M	KEYING: 2.00/M
398,516	12 MO.	PHOTOGRAPHY	+	\$10.00/M	
569,705	12 MO.	RACING ENTHUSIAST	+	\$10.00/M	MINIMUM ORDER:
253,508	12 MO.	SCRAPBOOKING	+	\$10.00/M	5,000
195,374	12 MO.	SKIING/SNOW OR WATER	+	\$10.00/M	
564,787	12 MO.	TENNIS	+	\$10.00/M	SAMPLE REQUIRED
1,480,739	12 MO.	TV SPORTS FANATICS	+	\$10.00/M	
385,595	12 MO.	WINE APPRECIATION	+	\$10.00/M	THRU: SEPTEMBER 11
					NEXT: APRIL 12

THESE CONSUMERS SPEND THEIR PRECIOUS LEISURE TIME BY ACTIVELY PARTICIPATING IN THEIR FAVORITE HOBBIES. WHETHER IT BE OUTDOOR SPORTS PARTICIPATION OR FOLLOWING BASEBALL, FOOTBALL, NASCAR, BASKETBALL OR HOCKEY ON TV, THESE ENTHUSIASTS ARE SERIOUS ABOUT THEIR HOBBIES.

WITH AN AVERAGE INCOME OF \$75,000 AND AN AVERAGE AGE OF 40, THESE BUSY CONSUMERS ARE ALWAYS INTERESTED IN OFFERS THAT FURTHER THEIR KNOWLEDGE OF THEIR FAVORITE HOBBY.

DEMOGRAPHIC SELECTIONS AVAILABLE ON THIS FILE AT AN ADDITIONAL \$15/M INCLUDE:

AGE	CREDIT CARD BY TYPE
INCOME	LENGTH OF RESIDENCE
GENDER	PRESENCE OF CHILDREN
PC OWNER	CHILDREN'S AGE RANGE
HOMEOWNER	PET OWNERSHIP/DOG OR CAT
MAIL ORDER BUYER	

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 RESPONSE, ITW PUBLISHING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
DEMOGRAPHIC SELECTIONS	\$15.00/M
6 MONTH HOTLINE	\$5.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM, DISKETTE	\$50.00
ELECTRONIC DELIVERY	\$50.00

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