

AMERICA'S FAVORITE HOBBIES

2,683,781	12 MO.	HOBBY HOUSEHOLDS	+	\$70.00/M	
288,748	12 MO.	BICYCLING	+	\$10.00/M	
688,541	12 MO.	BIRD WATCHING	+	\$10.00/M	MOSTLY MALE
535,908	12 MO.	BOATING/SAILING	+	\$10.00/M	CAN SELECT
384,109	12 MO.	CAMPING/HIKING	+	\$10.00/M	
476,797	12 MO.	FISHING	+	\$10.00/M	ADDRESSING:
352,297	12 MO.	GARDENING	+	\$10.00/M	EMAIL/FTP
481,708	12 MO.	GOLF	+	\$10.00/M	CD ROM
395,439	12 MO.	KNITTING/QUILTING	+	\$10.00/M	DISKETTE
409,329	12 MO.	NEEDLECRAFT/SEWING	+	\$10.00/M	
859,008	12 MO.	PHYSICAL FITNESS	+	\$10.00/M	KEYING: 2.00/M
437,458	12 MO.	PHOTOGRAPHY	+	\$10.00/M	
625,375	12 MO.	RACING ENTHUSIAST	+	\$10.00/M	MINIMUM ORDER:
278,280	12 MO.	SCRAPBOOKING	+	\$10.00/M	5,000
214,466	12 MO.	SKIING/SNOW OR WATER+	+	\$10.00/M	
619,976	12 MO.	TENNIS	+	\$10.00/M	SAMPLE REQUIRED
1,625,330	12 MO.	TV SPORTS FANATICS	+	\$10.00/M	
423,274	12 MO.	WINE APPRECIATION	+	\$10.00/M	THRU: NOVEMBER 2009
					NEXT: MAY 2010

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

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

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