

## AMERICA'S FAVORITE HOBBIES

2,549,591	12 MO.	HOBBY HOUSEHOLDS	+	\$70.00/M	
274,310	12 MO.	BICYCLING	+	\$10.00/M	
654,113	12 MO.	BIRD WATCHING	+	\$10.00/M	MOSTLY MALE
509,112	12 MO.	BOATING/SAILING	+	\$10.00/M	CAN SELECT
364,903	12 MO.	CAMPING/HIKING	+	\$10.00/M	
452,957	12 MO.	FISHING	+	\$10.00/M	ADDRESSING:
334,682	12 MO.	GARDENING	+	\$10.00/M	EMAIL/FTP
457,622	12 MO.	GOLF	+	\$10.00/M	CD ROM
375,667	12 MO.	KNITTING/QUILTING	+	\$10.00/M	DISKETTE
388,862	12 MO.	NEEDLECRAFT/SEWING	+	\$10.00/M	
816,057	12 MO.	PHYSICAL FITNESS	+	\$10.00/M	KEYING: 2.00/M
415,585	12 MO.	PHOTOGRAPHY	+	\$10.00/M	
594,106	12 MO.	RACING ENTHUSIAST	+	\$10.00/M	MINIMUM ORDER:
264,366	12 MO.	SCRAPBOOKING	+	\$10.00/M	5,000
203,742	12 MO.	SKIING/SNOW OR WATER+	+	\$10.00/M	
588,977	12 MO.	TENNIS	+	\$10.00/M	SAMPLE REQUIRED
1,544,064	12 MO.	TV SPORTS FANATICS	+	\$10.00/M	
402,110	12 MO.	WINE APPRECIATION	+	\$10.00/M	THRU: APRIL 2010
					NEXT: OCTOBER 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
6 MONTH HOTLINE	\$5.00/M
CD ROM, DISKETTE	\$50.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

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