

## AMERICAN HANDYMAN

959,245	DO-IT-YOURSELFERS		\$70.00/M	
750,707	AUTOMOTIVE REPAIR	+	\$10.00/M	
566,564	HOME IMPROVEMENT	+	\$10.00/M	
669,232	WOODWORKING	+	\$10.00/M	GENDER MOSTLY MALE
189,972	DIY PUB SUBSCRIBERS	+	\$10.00/M	CAN SELECT
320,506	MAIL ORDER BUYERS	+	\$10.00/M	
107,802	INTERNET BUYERS	+	\$10.00/M	ADDRESSING:

THESE CONSUMERS TAKE PRIDE IN COMPLETING THE REPAIR OR IMPROVEMENT PROJECT THEMSELVES. THEY SUBSCRIBE TO A VARIETY OF DO-IT-YOURSELF PUBLICATIONS TO FURTHER THEIR KNOWLEDGE OF THE TASK AT HAND.

KEYING: \$2.00/M

THESE DO-IT-YOURSELFERS ARE DEEPLY DEVOTED TO FAMILY AND ARE INTERESTED IN CURRENT EVENTS AND ISSUES RELATING TO IMPROVING FAMILY AND CHILDREN'S LIVES.

MINIMUM ORDER: 5,000

THEY ARE INTERESTED IN OFFERS OF TOOLS NEEDED FOR THE PROJECT, BE IT AUTOMOTIVE OR HOME. THEY ARE ALSO INTERESTED IN OFFERS OF INSURANCE TO PROTECT THEIR IMPROVEMENT INVESTMENTS.

SAMPLE REQUIRED

THRU: JULY 2010  
NEXT: FEBRUARY 2011

AVERAGE AGE IS 40 AND AVERAGE INCOME IS \$70,000

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

AGE	CREDIT CARD BY TYPE
INCOME	LENGTH OF RESIDENCE
GENDER	PRESENCE OF CHILDREN
PC OWNER	CHILDREN'S AGE
RV OWNER	PET OWNERSHIP/DOG OR CAT
HOMEOWNER	HOME/PROPERTY CHARACTERISTICS
GUN OWNER	

ALL ORDERS CANCELLED AFTER 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 MAIL

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

\*\* USAGE \*\*

SUMMIT RACING EQUIPMENT

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