

## AMERICA'S DO-IT-YOURSELFERS

950,694	DO-IT-YOURSELFERS	\$60.00/M	
741,732	AUTOMOTIVE REPAIR	\$10.00/M	
561,348	HOME IMPROVEMENT	\$10.00/M	
663,201	WOODWORKING	\$10.00/M	GENDER MOSTLY MALE
189,431	DIY PUB SUBSCRIBERS	\$10.00/M	CAN SELECT

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.

ADDRESSING:  
CD ROM  
DISKETTE  
MODEM/FTP

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.

KEYING: \$2.00/M  
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: AUGUST 08  
NEXT: MARCH 09

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 RANGE
HOMEOWNER	PET OWNERSHIP/DOG OR CAT
MAIL ORDER BUYER	

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 +4	\$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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