

THE CAT BARN

63,265	12 MO BUYERS/PAID REQUESTORS	\$85.00/M	UNIT OF SALE:
45,306	12 MO BUYERS	\$95.00/M	\$25.00 AVERAGE

THE ULTIMATE CATALOG FOR THE MOST DISCRIMINATING CAT LOVER! WHETHER YOU LOVE EXOTIC OR FUN-LOVING CATS, THIS CATALOG HAS SOMETHING FOR ALL FELINE FANS. SOME OF THE FEATURED SPECIALTY PRODUCTS INCLUDE: CAT ART, STATIONERY, APPAREL, JEWELRY, ACCESSORIES, SEASONAL PRODUCTS, GREETING CARDS, HOLIDAY WRAP AS WELL AS INTERNATIONAL SPECIALTIES TO SATISFY ALL PET LOVERS AND OWNERS.

GENDER: 67% FEMALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: AUGUST 07
NEXT: MARCH 08

THE AVERAGE AGE OF THESE SPECIALTY BUYERS IS 50 AND THEIR AVERAGE INCOME IS \$55,000. THESE BUYERS HAVE ONLY THE FELINE THEME IN MIND WHEN THEY DECORATE THEIR HOME OR OFFICE. THEY HAVE PURCHASED KITTY COLLECTIBLE ITEMS, NOVELTY GIFTS AND SPECIALTY PRODUCTS TO SPOIL THEIR ANIMALS.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID FULL. DEMOGRAPHICS BY NCDB. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: 80% CATALOG 20% INTERNET

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
INCOME OR AGE	\$10.00/M
DONORS/CONTRIBUTORS	\$10.00/M
SUBSCRIBERS	\$10.00/M
PHONES	\$30.00/M
CREDIT CARD HOLDERS	\$15.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

ALLEY CAT ALLIES
AM. HUMANE SOCIETY
ANACAPA FUND

BELVOIR PUBLICATIONS
DORIS DAY ANIMAL LEAGUE
HUMANE SOCIETY U.S.

NEWPORT CREATIVE
ORECK CORP.

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com