

**THE CAT BARN**

54,721 12 MO BUYERS/PAID REQUESTORS \$85.00/M UNIT OF SALE:
 37,209 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.

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 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
ELECTRONIC DELIVERY	\$50.00

** USAGE **

ALLEY CAT ALLIES	DORIS DAY ANIMAL LEAGUE	ORECK CORP.
AM. HUMANE SOCIETY	GREAT COMPANIONS	PETSMART
ANACAPA FUND	HUMANE SOCIETY U.S.	PHYS COMM RESP MED
BELVOIR PUBLICATIONS	NEWPORT CREATIVE	WORLD WILDLIFE FUND

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com

Midwest Direct Marketing, Inc.

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