

**CONSUMER-STYLE & BUSINESS-TREND MARKETING DATABASE**

110,367,429	U.S. HOUSEHOLDS	\$45.00/M	
227,428,761	U.S. CONSUMERS	\$45.00/M	
17,641,383	U.S. BUSINESSES	\$75.00/M	LIFESTYLE OPTIONS
568,413	WEEKLY NEW MOVERS	\$95.00/M	GENDER SELECTABLE
19,342,186	HISPANIC HOUSEHOLDS	\$45.00/M	
	PHONE NUMBERS DNC SCRUBBED		
	EMAIL ADDRESS-PLEASE INQUIRE		ADDRESSING:
	ZIP+4 CODED MONTHLY		SEE SELECTIONS
	CR-RT CODED MONTHLY		
	6 MONTH HOTLINE	ADD \$5.00/M	KEYING: \$2.00/M
	3 MONTH HOTLINE	ADD \$10.00/M	
	1 MONTH HOTLINE	ADD \$15.00/M	MINIMUM ORDER:
			5,000

EFFECTIVELY PINPOINT YOUR MARKET, SELECTING FROM HUNDREDS OF DEMOGRAPHIC, LIFESTYLE AND PURCHASE DATA VARIABLES INCLUDING BUSINESS SIC CODES AND CUSTOM DESIGNED DATA MODELS. SAMPLE REQUIRED  
UPDATED MONTHLY

COMBINE ONE, TWO OR MANY OF THE SELECTABLE CRITERIA TO BUILD YOUR OWN TARGETED LIST FOR DIRECT MAIL OR TELEMARKETING CAMPAIGNS.

**SELECTION CRITERIA INCLUDES:**

HOUSEHOLD CHARACTERISTICS	
PRESENCE OF CHILDREN	
CHILD GENDER	
NUMBER OF CHILDREN	
CHILDREN AGE	
CHILDREN - PRE-SCHOOL, GRADE SCHOOL, TEEN, COLLEGE	
OLDEST AGE AT ADDRESS	
NUMBER OF PEOPLE IN HOUSEHOLD	INCOME SELECTABLE \$15,000 TO \$100,000+
EDUCATION LEVEL = K-12 AND COLLEGE LEVELS	
MARITAL STATUS	
NEW BABY OR NEWLYWED COUPLE	
HOUSEHOLD TYPE	<b>DWELLING/ NEIGHBORHOOD</b>
HOUSEHOLD COMPOSITION	HOMEOWNER
OCCUPATION	RENTER
OCCUPATION TYPE	VALUE OF HOME
<b>INDIVIDUAL</b>	MORTGAGE AMOUNT
DATE OF BIRTH	DATE OF MORTGAGE
MONTH OF BIRTH	MORTGAGE TYPE
ESTIMATED AGE	LENGTH OF RESIDENCE - 1,2,3,4,5...+ YEARS
AGE RANGE	SINGLE FAMILY OR MULTI FAMILY DWELLING
EXACT AGE	NEW MOVERS - NEW HOMEOWNERS (+20/M)
GENDER	ADDRESS TYPE
SENIORS	DWELLING TYPE
RETIRED SENIORS	HOMEOWNER TYPE
ACTIVE SENIORS	LATITUDE AND/OR LONGITUDE
GRANDPARENTS	PROPERTY TYPE
TITLE	MULTIPLE SURNAMES AT ADDRESS WITH NO APT. #
<b>ETHNICITY</b>	
BUYER - AFRICAN AMERICAN	
BUYER - ASIAN	
BUYER - HISPANIC	
COUNTRY OF ORIGIN	

(CONTINUED ON NEXT PAGE)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320

Email: [info@midwestdm.com](mailto:info@midwestdm.com)

**ETHNICITY** (CONT'D)

ETHNIC CODE  
LANGUAGE PREFERENCE  
MAGAZINE SUBSCRIBER - SPANISH SPEAKING  
PEER INTERESTS - SPANISH CABLE  
PERCENT BLACK  
PERCENT HISPANIC  
PREMIUM ETHNIC CODE  
RELIGION

**PETS & ANIMAL INTERESTS**

BUYER - BIRDS & PET PRODUCTS  
BUYER - CATS & CAT PRODUCTS  
BUYER - DOGS & DOG PRODUCTS  
BUYER - HORSES & RELATED PRODUCTS  
BUYER - PETS & PET PRODUCTS GENERAL  
PEER INTERESTS - PETS & PET PRODUCTS  
PRODUCT REGISTRATION - HORSEBACK RIDING  
PRODUCT REGISTRATION - OWN A CAT  
PRODUCT REGISTRATION - OWN A DOG  
SUBSCRIBER - CATS HIGH  
SUBSCRIBER - CATS LOW  
SUBSCRIBER - CATS MED  
SUBSCRIBER - DOGS HIGH  
SUBSCRIBER - DOGS LOW  
SUBSCRIBER - DOGS MED

**TRAVEL**

BUYER - CRUISE VACATIONS  
BUYER - OCEAN BEACHES VACATIONS  
BUYER - TRAVEL - GENERAL  
BUYER - TRAVEL - RECREATIONAL VEHICLE  
BUYER - TRAVEL IN USA  
MAGAZINE SUBSCRIBER - TRAVEL  
ONLINE INTERESTS - TRAVEL  
PEER INTERESTS - TIMESHARES  
PEER INTERESTS - TRAVEL DOMESTIC  
PEER INTERESTS - TRAVEL FOR BUSINESS  
PEER INTERESTS - TRAVEL INTERNATIONAL  
PRODUCT REGISTRATION - CRUISE SHIP TRAVEL  
PRODUCT REGISTRATION - FOREIGN TRAVEL  
PRODUCT REGISTRATION - FREQUENT FLYER  
PRODUCT REGISTRATION - TRAVEL FOR BUSINESS  
PRODUCT REGISTRATION - TRAVEL FOR PLEASURE  
PRODUCT REGISTRATION - TRAVEL IN USA  
SUBSCRIBER - TRAVEL HIGH  
SUBSCRIBER - TRAVEL LOW  
SUBSCRIBER - TRAVEL MED

**WEALTH & FINANCIAL**

MAGAZINE SUBSCRIBER - FINANCE  
MULTI-BUYER - BLUE CHIP INTERESTS  
MULTI-BUYER - BLUE CHIP LIFESTYLE  
NET WORTH INDICATOR  
ONLINE INTERESTS - INSURANCE  
ONLINE INTERESTS - INVESTOR  
PEER INTERESTS - ESTATE PLANNING

**AUTOMOBILE**

BUYER - AUTOMOBILES & TRUCKS  
BUYER - CARS & AUTO RACING  
BUYER - RV'S & GENERAL AUTOMOTIVE  
BUYER - MOTORCYCLES & ATV'S  
ONLINE INTERESTS - CARS & AUTOMOBILES  
PEER INTERESTS - AUTO PARTS  
PEER INTERESTS - AUTO REPAIR  
PEER INTERESTS - DOMESTIC NEW AUTOS  
PEER INTERESTS - LUXURY AUTO  
PEER INTERESTS - LUXURY MOTORHOME/ RV  
PEER INTERESTS - NEW AUTOS  
PEER INTERESTS - NEW IMPORT AUTOS  
PEER INTERESTS - USED CARS & AUTOMOBILES  
PRODUCT REGISTRATION - AUTOMOTIVE WORK  
PRODUCT REGISTRATION - MOTORCYCLING  
PRODUCT REGISTRATION - NASCAR  
PRODUCT REGISTRATION - RV/ MOTORHOMES  
AUTOMOBILE OWNERS BY MAKE  
MODEL  
YEAR

**OUTDOOR ACTIVITIES**

BUYER - BOATING & SAILING PRODUCTS  
BUYER - CAMPING & HIKING PRODUCTS  
BUYER - FISHING PRODUCTS  
BUYER - HUNTING OR FISHING PRODUCTS  
BUYER - HUNTING PRODUCTS  
BUYER - RURAL FARMING  
MULTI-BUYER - OUTDOORS INTERESTS  
MULTI-BUYER - OUTDOORS LIFESTYLE  
PEER INTERESTS - CAMPING  
PRODUCT REGISTRATION - BOATING & SAILING  
PRODUCT REGISTRATION - CAMPING & HIKING  
PRODUCT REGISTRATION - FISHING  
PRODUCT REGISTRATION - GARDENING  
PRODUCT REGISTRATION - GARDENING VEGGIES  
PRODUCT REGISTRATION - HUNTING  
PRODUCT REGISTRATION - POWER BOATING  
PRODUCT REGISTRATION - SAILING  
SUBSCRIBER - OUTDOORS HIGH  
SUBSCRIBER - OUTDOORS LOW  
SUBSCRIBER - OUTDOORS MED

**BUSINESS CHARACTERISTICS**

BUSINESS BY FORTUNE 1000, 500, 100 RANKINGS  
MEDICAL  
LEGAL  
EDUCATIONAL  
SOCIAL SERVICES  
MEMBERSHIP ORGANIZATIONS  
GOVERNMENT OFFICES  
COMPANIES BY SIZE  
TYPE  
GROSS SALES & FINANCIAL  
EMPLOYEES  
EXECUTIVES AND EMPLOYEES BY TITLE  
SALES & MARKETING  
ADMINISTRATIVE

(CONTINUED ON NEXT PAGE)

**WEALTH & FINANCIAL (CONT'D)**

PEER INTERESTS - FINANCIAL SERVICES  
PEER INTERESTS - STOCKS AND BONDS  
PRODUCT REGISTRATION - MUTUAL FUNDS  
PRODUCT REGISTRATION - OWN REAL ESTATE  
PRODUCT REGISTRATION - STOCKS & BONDS  
PRODUCT REGISTRATION - VACATION HOME  
SUBSCRIBER - INVESTORS HIGH  
SUBSCRIBER - INVESTORS LOW  
SUBSCRIBER - INVESTORS MED

**HEALTH & FITNESS**

BUYER - BASEBALL PRODUCTS  
BUYER - BASKETBALL PRODUCTS  
BUYER - BIKING PRODUCTS  
BUYER - FITNESS & EXERCISE PRODUCTS  
BUYER - FOOTBALL PRODUCTS  
BUYER - GOLF PRODUCTS  
BUYER - HEALTH & DIET PRODUCTS  
BUYER - HEALTHFOODS  
BUYER - HOCKEY PRODUCTS  
BUYER - RUNNING PRODUCTS  
BUYER - SKI & SNOWBOARDING PRODUCTS  
BUYER - SOCCER PRODUCTS  
BUYER - SPORTS & RECREATIONAL PRODUCTS  
BUYER - SPORTS GENERAL PRODUCTS  
BUYER - SWIMMING PRODUCTS  
BUYER - TENNIS PRODUCTS  
MAGAZINE SUBSCRIBER - ACTIVE FAMILIES  
MAGAZINE SUBSCRIBER - ADULT HEALTH  
MAGAZINE SUBSCRIBER - BEAUTY & FASHION  
MAGAZINE SUBSCRIBER - CHILDREN HEALTH  
MAGAZINE SUBSCRIBER - FITNESS & EXERCISE  
MAGAZINE SUBSCRIBER - HEALTH AILMENTS  
MAGAZINE SUBSCRIBER - NUTRITION OR DIET  
MULTI-BUYER - ATHLETIC INTERESTS  
MULTI-BUYER - ATHLETIC LIFESTYLE  
MULTI-BUYER - FITNESS INTERESTS  
MULTI-BUYER - FITNESS LIFESTYLE  
ONLINE INTERESTS - HEALTH & FITNESS  
ONLINE INTERESTS - WEIGHT LOSS  
PEER INTERESTS - BOWLING  
PEER INTERESTS - DIABETIC SUPPLIES  
PEER INTERESTS - DIET PRODUCTS  
PEER INTERESTS - GOLF  
PEER INTERESTS - HEALTH & BEAUTY  
PEER INTERESTS - HEALTH CARE PRODUCTS  
PEER INTERESTS - NON-PRESCRIPTION DRUGS  
PEER INTERESTS - NUTRITION  
PEER INTERESTS - PHYSICAL FITNESS  
PEER INTERESTS - SNOW SKIING  
PEER INTERESTS - SPORTING EVENT  
PEER INTERESTS - SPORTING GOODS  
PEER INTERESTS - TENNIS  
PEER INTERESTS - VITAMINS  
PEER INTERESTS - WEIGHT LOSS

**INTERESTS & HOBBIES**

BUYER - AMERICAN HISTORY PRODUCTS  
BUYER - AVIATION HISTORY  
BUYER - BOOKS FICTION  
BUYER - BOOKS HISTORY  
BUYER - BOOKS HUMOR & COMICS  
BUYER - BOOKS INSPIRATIONAL  
BUYER - BOOKS NON-FICTION  
BUYER - BOOKS SCIENCE FICTION  
BUYER - COLLECTIBLES  
BUYER - COOKING PRODUCTS  
BUYER - CRAFTS - CROCHET  
BUYER - CRAFTS - GENERAL  
BUYER - CRAFTS - KNITTING  
BUYER - CRAFTS - NEEDLEPOINT  
BUYER - CRAFTS - QUILTING  
BUYER - CRAFTS - SEWING  
BUYER - CULTURE / ARTS  
BUYER - GAMES / VIDEO GAMES  
BUYER - GOURMET FOODS & COOKING  
BUYER - HOBBIES  
BUYER - MUSIC INTERESTS  
BUYER - PHOTOGRAPHY  
BUYER - PRODUCTS FOR CHILDREN  
BUYER - PRODUCTS FOR COLLEGE  
BUYER - PRODUCTS FOR FAMILY  
BUYER - PRODUCTS FOR SENIORS  
BUYER - PRODUCTS FOR TEENS  
BUYER - PRODUCTS FOR WOMEN  
BUYER - PRODUCTS GRANDPARENTS  
BUYER - SCIENCE  
BUYER - STATIONERY PRODUCTS  
BUYER - TV / MOVIES / VIDEO  
MAGAZINE SUBSCRIBER - COOKING  
MAGAZINE SUBSCRIBER - CRAFTS  
MAGAZINE SUBSCRIBER - EMPTY NESTERS  
MAGAZINE SUBSCRIBER - GOURMET FINE FOODS  
MAGAZINE SUBSCRIBER - SEWING & KNITTING  
MAGAZINE SUBSCRIBER - WOODWORKING  
MULTI-BUYER - CULTURAL INTERESTS  
MULTI-BUYER - CULTURAL LIFESTYLE  
MULTI-BUYER - DOMESTIC INTERESTS  
MULTI-BUYER - DOMESTIC LIFESTYLE  
MULTI-BUYER - GOOD LIFE INTERESTS  
MULTI-BUYER - GOOD LIFE LIFESTYLE  
ONLINE INTERESTS - MILITARY  
PEER INTERESTS - AFFORDABLE HOUSING  
PEER INTERESTS - ANTIQUES & COLLECTIBLES  
PEER INTERESTS - ARTS  
PEER INTERESTS - BOOKS AND PUBLICATIONS  
PEER INTERESTS - BRIDAL SERVICES  
PEER INTERESTS - CABLE RADIO  
PEER INTERESTS - CABLE TV  
PEER INTERESTS - CANNING  
PEER INTERESTS - CATALOG MAIL ORDER  
PEER INTERESTS - CHILDRENS ACTIVITIES

(CONTINUED ON NEXT PAGE)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320

Email: [info@midwestdm.com](mailto:info@midwestdm.com)

**HEALTH & FITNESS (CONT'D)**

PRODUCT REGISTRATION - BICYCLING  
 PRODUCT REGISTRATION - EXERCISE FITNESS  
 PRODUCT REGISTRATION - EXTREME SPORTS  
 PRODUCT REGISTRATION - GOLF  
 PRODUCT REGISTRATION - IMPROVING HEALTH  
 PRODUCT REGISTRATION - LOW FAT COOKING  
 PRODUCT REGISTRATION - MOUNTAIN BIKING  
 PRODUCT REGISTRATION - NATURAL FOODS  
 PRODUCT REGISTRATION - ROLLERBLADES  
 PRODUCT REGISTRATION - RUNNING / JOGGING  
 PRODUCT REGISTRATION - SELF IMPROVEMENT  
 PRODUCT REGISTRATION - SKATEBOARDING  
 PRODUCT REGISTRATION - SNOW BOARDING  
 PRODUCT REGISTRATION - SNOW SKIING  
 PRODUCT REGISTRATION - SPORT PARTICIPANT  
 PRODUCT REGISTRATION - TENNIS  
 PRODUCT REGISTRATION - WALK FOR HEALTH  
 PRODUCT REGISTRATION - WEIGHT CONTROL  
 SUBSCRIBER - FITNESS HIGH  
 SUBSCRIBER - FITNESS LOW  
 SUBSCRIBER - FITNESS MED  
 SUBSCRIBER - GOLFING HIGH  
 SUBSCRIBER - GOLFING LOW  
 SUBSCRIBER - GOLFING MED  
 SUBSCRIBER - HEALTH & FITNESS HIGH  
 SUBSCRIBER - HEALTH & FITNESS LOW  
 SUBSCRIBER - HEALTH & FITNESS MED  
 SUBSCRIBER - HEALTHY COOKING HIGH  
 SUBSCRIBER - HEALTHY COOKING LOW  
 SUBSCRIBER - HEALTHY COOKING MED  
 SUBSCRIBER - SPORTS HIGH  
 SUBSCRIBER - SPORTS LOW  
 SUBSCRIBER - SPORTS MED

**HOME & GARDEN**

BUYER - DO IT YOURSELF PRODUCTS  
 BUYER - GARDENING & FLOWERS  
 BUYER - HOME DECORATING  
 BUYER - HOME LIVING PRODUCTS  
 MAGAZINE SUBSCRIBER - DECORATING  
 MAGAZINE SUBSCRIBER - GARDENING  
 MAGAZINE SUBSCRIBER - HOME IMPROVEMENT  
 MULTI-BUYER - DO IT YOURSELF INTERESTS  
 MULTI-BUYER - DO IT YOURSELF LIFESTYLE  
 ONLINE INTERESTS - HOME IMPROVEMENT  
 PEER INTERESTS - DO IT YOURSELF  
 PEER INTERESTS - GARDENING  
 PEER INTERESTS - HOME DECORATING  
 PEER INTERESTS - HOME FURNISHING  
 PEER INTERESTS - HOME IMPROVEMENT  
 PEER INTERESTS - HOME REMODELING  
 PEER INTERESTS - HOME WORKSHOP  
 PEER INTERESTS - KITCHEN GADGETS  
 PEER INTERESTS - TOOLS  
 PRODUCT REGISTRATION - HOME DECORATING

**INTERESTS & HOBBIES (CONT'D)**

PEER INTERESTS - CRAFTS  
 PEER INTERESTS - CULTURAL EVENTS  
 PEER INTERESTS - EDUCATION  
 PEER INTERESTS - ENTERTAINMENT  
 PEER INTERESTS - FUNERAL PLANNING  
 PEER INTERESTS - GOURMET FOODS  
 PEER INTERESTS - GRANDCHILD GIFTS  
 PEER INTERESTS - GREEN / RECYCLING  
 PEER INTERESTS - INEXPENSIVE DINING  
 PEER INTERESTS - LEGAL SERVICES  
 PEER INTERESTS - MARKETING MAGAZINES  
 PEER INTERESTS - MOVIES  
 PEER INTERESTS - MUSIC  
 PEER INTERESTS - ONLINE VIDEO RENTAL  
 PEER INTERESTS - REAL ESTATE SERVICES  
 PEER INTERESTS - RENT TO OWN  
 PEER INTERESTS - ROMANCE NOVELS  
 PEER INTERESTS - SEWING & NEEDLECRAFT  
 PEER INTERESTS - SOCIAL SERVICES  
 PEER INTERESTS - THEATER SYSTEMS  
 PEER INTERESTS - WOODWORKING  
 PRODUCT REGISTRATION - ANTIQUE COLLECTOR  
 PRODUCT REGISTRATION - CHRISTIAN MUSIC  
 PRODUCT REGISTRATION - CLASSICAL MUSIC  
 PRODUCT REGISTRATION - COIN COLLECTOR  
 PRODUCT REGISTRATION - COLLECTIBLES  
 PRODUCT REGISTRATION - COOKING AT HOME  
 PRODUCT REGISTRATION - COUNTRY MUSIC  
 PRODUCT REGISTRATION - CRAFTS  
 PRODUCT REGISTRATION - CULTURAL/ART EVENTS  
 PRODUCT REGISTRATION - EASY LISTEN MUSIC  
 PRODUCT REGISTRATION - GOSPEL MUSIC  
 PRODUCT REGISTRATION - GOURMET COOKING  
 PRODUCT REGISTRATION - JAZZ MUSIC  
 PRODUCT REGISTRATION - NEEDLEWORK & KNITTING  
 PRODUCT REGISTRATION - PHOTOGRAPHY  
 PRODUCT REGISTRATION - QUILTING  
 PRODUCT REGISTRATION - R&B MUSIC  
 PRODUCT REGISTRATION - RAP MUSIC  
 PRODUCT REGISTRATION - ROCK MUSIC  
 PRODUCT REGISTRATION - SCIENCE FICTION  
 PRODUCT REGISTRATION - SEWING  
 PRODUCT REGISTRATION - WATCH SPORTS  
 PRODUCT REGISTRATION - WINES  
 SUBSCRIBER - COLLECTIBLES HIGH  
 SUBSCRIBER - COLLECTIBLES LOW  
 SUBSCRIBER - COLLECTIBLES MED  
 SUBSCRIBER - CRAFTS HIGH  
 SUBSCRIBER - CRAFTS LOW  
 SUBSCRIBER - CRAFTS MED  
 SUBSCRIBER - GOURMET COOKING HIGH  
 SUBSCRIBER - GOURMET COOKING LOW  
 SUBSCRIBER - GOURMET COOKING MED  
 SUBSCRIBER - MUSIC & VIDEOS HIGH

(CONTINUED ON NEXT PAGE)

**CONSUMER-STYLE & BUSINESS-TREND MARKETING DATABASE (CONT'D)**

**HOME & GARDEN (CONT'D)**

PRODUCT REGISTRATION - HOME IMPROVEMENT  
PRODUCT REGISTRATION - PLANTS & GARDENING  
PRODUCT REGISTRATION - SWIMMING POOL  
PRODUCT REGISTRATION - WORKSHOP TOOLS  
SUBSCRIBER - DECORATING & DESIGN HIGH  
SUBSCRIBER - DECORATING & DESIGN LOW  
SUBSCRIBER - DECORATING & DESIGN MED  
SUBSCRIBER - DO IT YOURSELF HIGH  
SUBSCRIBER - DO IT YOURSELF LOW  
SUBSCRIBER - DO IT YOURSELF MED  
SUBSCRIBER - GARDEN & LANDSCAPING HIGH  
SUBSCRIBER - GARDEN & LANDSCAPING LOW  
SUBSCRIBER - GARDEN & LANDSCAPING MED

**GENERAL INTERESTS**

BUYER - ADULT INTERESTS  
BUYER - BOOKS DEVOTIONAL / RELIGIOUS  
BUYER - CURRENT EVENTS  
BUYER - GAMBLING & CASINOS  
BUYER - GAY & LESBIAN INTERESTS  
BUYER - POLITICALLY CONSERVATIVE  
BUYER - POLITICALLY LIBERAL  
BUYER - TOBACCO PRODUCTS  
BUYER - WILDLIFE & ENVIRONMENT  
ONLINE INTERESTS - ADULT DATING SERVICES  
ONLINE INTERESTS - APPAREL & FASHION  
ONLINE INTERESTS - COLLEGE & HIGHER EDUCATION  
ONLINE INTERESTS - MEMBERSHIP CLUBS  
ONLINE INTERESTS - OPPORTUNITY SEEKER  
ONLINE INTERESTS - SURVEYS & SWEEPSTAKES  
PEER INTERESTS - ALCOHOL WINE & TOBACCOS  
PEER INTERESTS - GAMBLING  
PEER INTERESTS - GAMING  
PEER INTERESTS - LOTTERY  
PEER INTERESTS - ONLINE DATING  
PEER INTERESTS - RELIGIOUS DEVOTION  
PRODUCT REGISTRATION - ASTROLOGY  
PRODUCT REGISTRATION - BIBLE READING  
PRODUCT REGISTRATION - BOOK READING  
PRODUCT REGISTRATION - CARE FOR ELDERLY  
PRODUCT REGISTRATION - CAREER ORIENTED  
PRODUCT REGISTRATION - CASINO GAMBLING  
PRODUCT REGISTRATION - GRANDCHILDREN  
PRODUCT REGISTRATION - HOME SCHOOLING  
PRODUCT REGISTRATION - MILITARY VETERAN  
PRODUCT REGISTRATION - SWEEPSTAKES  
PRODUCT REGISTRATION - VIDEO GAMES  
PRODUCT REGISTRATION - VIDEO RECORDING  
SUBSCRIBER - AVID BOOK READER HIGH  
SUBSCRIBER - AVID BOOK READER LOW  
SUBSCRIBER - AVID BOOK READER MED  
SUBSCRIBER - BOOKS OR MAGAZINES HIGH  
SUBSCRIBER - BOOKS OR MAGAZINES LOW  
SUBSCRIBER - BOOKS OR MAGAZINES MED  
SUBSCRIBER - HOLIDAY ACTIVITIES HIGH  
SUBSCRIBER - HOLIDAY ACTIVITIES LOW

**INTERESTS & HOBBIES (CONT'D)**

SUBSCRIBER - MUSIC & VIDEOS LOW  
SUBSCRIBER - MUSIC & VIDEOS MED  
SUBSCRIBER - NEEDLEWORK HIGH  
SUBSCRIBER - NEEDLEWORK LOW  
SUBSCRIBER - NEEDLEWORK MED  
SUBSCRIBER - QUILTING HIGH  
SUBSCRIBER - QUILTING LOW  
SUBSCRIBER - QUILTING MED  
SUBSCRIBER - SEWING HIGH  
SUBSCRIBER - SEWING LOW  
SUBSCRIBER - SEWING MED  
SUBSCRIBER - WOODWORKING HIGH  
SUBSCRIBER - WOODWORKING LOW  
SUBSCRIBER - WOODWORKING MED

**TECHNOLOGY**

BUYER - COMPUTER PRODUCTS  
BUYER - ELECTRONIC PRODUCTS  
BUYER - HIGH TECH PRODUCTS  
BUYER - INTERNET PRODUCTS  
BUYER - INTERNET SERVICE PROVIDERS  
INTERNET USER  
MAGAZINE SUBSCRIBER - COMPUTER PRODUCTS  
MULTI-BUYER - TECHNOLOGY INTERESTS  
MULTI-BUYER - TECHNOLOGY LIFESTYLE  
ONLINE INTERESTS - CABLE INTERNET SERVICES  
ONLINE INTERESTS - COMPUTER PRODUCTS  
ONLINE INTERESTS - TELEPHONE SERVICES  
PEER INTERESTS - CELLULAR PHONE  
PEER INTERESTS - ELECTRONICS  
PEER INTERESTS - HOME AUDIO  
PEER INTERESTS - HOME COMPUTING  
PEER INTERESTS - NEW TECHNOLOGY  
PRODUCT REGISTRATION - AT&T SERVICE  
PRODUCT REGISTRATION - CABLE TV VIEWING  
PRODUCT REGISTRATION - COMPUTER SAVVY  
PRODUCT REGISTRATION - ELECTRONICS  
PRODUCT REGISTRATION - INTERNET EXPERT  
PRODUCT REGISTRATION - IPOD / MP3 OWNER  
PRODUCT REGISTRATION - MCI SERVICE  
PRODUCT REGISTRATION - NEW TECHNOLOGY  
PRODUCT REGISTRATION - RECORDED MUSIC  
PRODUCT REGISTRATION - SPRINT SERVICE  
SUBSCRIBER - COMPUTERS HIGH  
SUBSCRIBER - COMPUTERS LOW  
SUBSCRIBER - COMPUTERS MED  
SUBSCRIBER - HIGH TECH ELECTRONICS HIGH  
SUBSCRIBER - HIGH TECH ELECTRONICS LOW  
SUBSCRIBER - HIGH TECH ELECTRONICS MED  
SUBSCRIBER - HOME ELECTRONICS HIGH  
SUBSCRIBER - HOME ELECTRONICS LOW  
SUBSCRIBER - HOME ELECTRONICS MED

(CONTINUED ON NEXT PAGE)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320

Email: [info@midwestdm.com](mailto:info@midwestdm.com)

**CONSUMER-STYLE & BUSINESS-TREND MARKETING DATABASE (CONT'D)**

**GENERAL INTERESTS (CONT'D)**

SUBSCRIBER - HOLIDAY ACTIVITIES MED  
SUBSCRIBER - SWEEPSTAKES HIGH  
SUBSCRIBER - SWEEPSTAKES LOW  
SUBSCRIBER - SWEEPSTAKES MED

**BUYING BEHAVIOR**

BUYER - ACCESSORIES & APPAREL  
BUYER - BARGAIN HUNTERS  
BUYER - BEAUTY PRODUCTS  
BUYER - BOOKS GENERAL  
BUYER - BUSINESS PURCHASES  
BUYER - CHILDRENS APPAREL  
BUYER - CONTINUITY BUYER  
BUYER - DOLLARS SPENT RECENTLY  
BUYER - GENERAL APPAREL  
BUYER - HOME OFFICE PRODUCTS  
BUYER - MAGAZINE & BOOKS  
BUYER - MAGAZINE SUBSCRIBER  
BUYER - MENS APPAREL GENERAL  
BUYER - MENS APPAREL HIGH END  
BUYER - ONLINE CATALOG BUYER  
BUYER - ONLINE PURCHASING  
BUYER - OPPORTUNITY SEEKERS  
BUYER - PERSONAL FINANCES  
BUYER - PERSONALIZED ITEMS  
BUYER - SWEEPSTAKES BUYER  
BUYER - TOTAL DOLLARS SPENT  
BUYER - TOTAL NUMBER OF ORDERS  
BUYER - WOMENS APPAREL  
BUYER - WOMENS FASHION  
MAGAZINE SUBSCRIBER - BOOK BUYERS  
MAGAZINE SUBSCRIBER - GENERAL SUBSCRIBER  
MAGAZINE SUBSCRIBER - MAIL ORDER BUYERS  
MAGAZINE SUBSCRIBER - MULTIPLE PUBLICATIONS  
MAIL ORDER BUYER - GENERAL  
MAIL ORDER RESPONDER - GENERAL  
ONLINE INTERESTS - ONLINE AUCTIONS  
PEER INTERESTS - CHILDRENS CLOTHING  
PEER INTERESTS - CHILDRENS HIGH END  
PEER INTERESTS - COUPONS  
PEER INTERESTS - DISCOUNT WAREHOUSE CLUB  
PEER INTERESTS - JEWELRY  
PEER INTERESTS - MAGAZINE SUBSCRIBER  
PEER INTERESTS - MENS CLOTHING  
PEER INTERESTS - NAME BRAND CLOTHING  
PEER INTERESTS - ONLINE SHOPPER  
PEER INTERESTS - WOMENS CLOTHING  
PRODUCT REGISTRATION - FASHION CLOTHING  
PRODUCT REGISTRATION - FINE ART & ANTIQUES  
PRODUCT REGISTRATION - MONEY MAKING OPPS  
PRODUCT REGISTRATION - SHOP BY CATALOG  
PRODUCT REGISTRATION - SHOP BY INTERNET  
PRODUCT REGISTRATION - VIDEO & DVD BUYER  
SUBSCRIBER - MAIL ORDER BUYER HIGH  
SUBSCRIBER - MAIL ORDER BUYER LOW  
SUBSCRIBER - MAIL ORDER BUYER MED

**CREDIT BEHAVIOR**

BUYER - USING CREDIT CARD  
COLLECTIBILITY CREDIT SCORE  
CREDIT CARD - BANK  
CREDIT CARD - COMPANY CARD  
CREDIT CARD - GAS  
CREDIT CARD - HIGH END  
CREDIT CARD - MISCELLANEOUS  
CREDIT CARD - RETAIL & UPSCALE RETAIL  
CREDIT CARD - SPECIALTY  
CREDIT CARD - TRAVEL  
INCOME PRODUCING ASSETS  
ONLINE INTERESTS - DEBT CONSOLIDATION SVC  
PEER INTERESTS - CREDIT REPAIR  
PEER INTERESTS - DEBT CONSOLIDATION  
PEER INTERESTS - HOME EQUITY CREDIT  
PEER INTERESTS - PAYCHECK ADVANCE  
REVOLVING BANKCARD DEBT  
SUBSCRIBER - CREDIT CARD USER HIGH  
SUBSCRIBER - CREDIT CARD USER LOW  
SUBSCRIBER - CREDIT CARD USER MED  
SUMMARIZED CREDIT SCORE

**DONOR**

BUYER - CHARITABLE DONOR  
BUYER - GIFT GIVER  
MAIL ORDER DONOR - GENERAL  
PEER INTERESTS - DONOR GENERAL  
PEER INTERESTS - POLITICAL DONORS  
PEER INTERESTS - VOLUNTEERING  
PEER INTERESTS - WILDLIFE DONORS  
PRODUCT REGISTRATION - CHARITIES GENERAL  
PRODUCT REGISTRATION - COMMUNITY DONOR  
PRODUCT REGISTRATION - DEMOCRATIC DONOR  
PRODUCT REGISTRATION - ENVIRONMENTAL  
PRODUCT REGISTRATION - HEALTH CHARITIES  
PRODUCT REGISTRATION - NATIONS HERITAGE  
PRODUCT REGISTRATION - POLITICAL DONOR  
PRODUCT REGISTRATION - REPUBLICAN DONOR  
PRODUCT REGISTRATION - VETERAN CHARITIES  
SUBSCRIBER - CONTRIBUTOR / DONOR HIGH  
SUBSCRIBER - CONTRIBUTOR / DONOR LOW  
SUBSCRIBER - CONTRIBUTOR / DONOR MED

**MARKET MODELS**

NIELSEN COUNTY CODE  
PEER GROUPS  
SUPER NICHEs

**ADDITIONAL CRITERIA**

AILMENT SUFFERER BY CATEGORY ADD \$80.00/M  
INSURANCE BY TYPE

(CONTINUED ON NEXT PAGE)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320

Email: [info@midwestdm.com](mailto:info@midwestdm.com)

**CONSUMER-STYLE & BUSINESS-TREND MARKETING DATABASE (CONT'D)**

**BUYING BEHAVIOR (CONT'D)**

SUBSCRIBER - MAIL ORDER FASHION HIGH  
SUBSCRIBER - MAIL ORDER FASHION LOW  
SUBSCRIBER - MAIL ORDER FASHION MED  
SUBSCRIBER - TOTAL ORDER BUYER HIGH  
SUBSCRIBER - TOTAL ORDER BUYER LOW  
SUBSCRIBER - TOTAL ORDER BUYER MED  
MAIL ORDER FREQUENCY BY REGENCY

ALL LISTS ARE RENTED FOR A ONE-TIME USE AND MAY NOT BE USED AGAIN WITHOUT WRITTEN CONSENT BY LISTOWNER. LISTS ARE SEEDED WITH DECOY NAMES FOR PROTECTION. ALL NAMES ARE VERIFIED BY AT LEAST TWO SOURCES AND PHONES ARE VERIFIED AND DNC SCRUBBED.

INQUIRE FOR QUOTES REGARDING NCOA SERVICES, MODELING SERVICES AND MERGE/PURGE - PRESORT SERVICES.

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: CO-OP QUESTIONNAIRE, DIRECT MAIL, PHONE  
COMPILATION, VOTER REGISTRATION, BIRTH  
RECORDS, CENSUS DATA PREDICTIVE MODELING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
BASIC DEMOGRAPHICS	\$10.00/M
ENHANCED DEMOGRAPHICS	\$15.00/M
SUPREME DEMOGRAPHICS	\$20.00/M
PREMIUM DEMOGRAPHICS	\$25.00/M
TELEPHONE NUMBERS	\$30.00/M
CARRIER ROUTE PRESORT	\$6.00/M
TITLE (PLUG) INSERTION	\$6.00/M
MORTGAGE DATA	\$40.00/M
BUSINESS SIC CODE	\$6.00/M
RADIUS MAPPING LAT/LONG	\$8.50/M
BUSINESS CONTACT NAME	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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