

COUNTRY ESTATE LIVING

380,205	12 MONTH	\$80.00/M	
233,915	6 MONTH	\$85.00/M	
148,113	SUBSCRIBERS	\$90.00/M	
115,001	MAIL ORDER BUYERS	\$90.00/M	GENDER: 85% MALE

THESE UPSCALE, RURAL RESIDENTS ARE HOMEOWNERS WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF \$100,000 LIVING ON 5 TO 50 ACRES OF LAND. DUE TO THEIR COUNTRY LIVING LIFESTYLE, MANY PLANT GARDENS, OWN 1 OR MORE HORSES, HAVE 1 OR MORE HOUSEHOLD PETS, AND HAVE A NEED FOR THE SAME EQUIPMENT AND SUPPLIES AS SMALL FARMERS. MOST OWN AT LEAST ONE HIGH-END PICK-UP TRUCK. MANY OWN ATV'S AND TRACTORS.

ADDRESSING:
SEE SELECTIONS
KEYING: \$2.00/M
MINIMUM ORDER:
5,000
SAMPLE REQUIRED

THESE CONSUMERS ARE UPPER-MANAGEMENT, TECHNICAL AND PROFESSIONALS AND SOLE PROPRIETORS IN BUSINESS. THEY PURCHASED "BRAND NAME" LAWN MOWERS AND TRACTORS, HAVE ELABORATE FENCING AND ENTRY GATES AND PURCHASE OUTDOOR LIGHTING AND YARD ART FOR THEIR COUNTRY ESTATE.

THRU: MARCH 08
NEXT: SEPTEMBER 08

THE FEMALES OF THE HOME PURCHASE UPSCALE FURNISHINGS AND ART. MANY DRIVE HIGH-END AUTOMOBILES. THEY ARE INTERESTED IN INVESTMENT, RETIREMENT AND TRUST FUND INFORMATION. THESE ARE "COUNTRY ESTATE" FOLKS WITH THE INCOME AND LIFESTYLE TO ENJOY AND PAMPER THEMSELVES WITH THE FINER THINGS IN LIFE.

SUBSCRIBER AND MAIL ORDER BUYERS INFORMATION HAS BEEN VERIFIED BY CONSUMER DEMOGRAPHIC OVERLAY.

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: FSA/MARKET RESEARCH/RESPONDERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE OR INCOME	\$10.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AM. HEART ASSN.	PROGRESSIVE FARMER MAG.
BELVOIR PUBS	QC SUPPLY

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