

CRAFT AMERICAN STYLE

143,941	12 MO. BUYERS/PAID INQUIRERS	\$70.00/M	UNIT OF SALE:
66,499	6 MO. BUYERS/PAID INQUIRERS	\$80.00/M	\$32.00 AVERAGE
49,424	3 MO. BUYERS/PAID INQUIRERS	\$85.00/M	
	NON-PROFIT RATE	\$60.00/M	GENDER: 85% FEMALE
	EMAIL ADDRESSES	INQUIRE	CAN SELECT

THESE AVID CRAFT ENTHUSIASTS HAVE PURCHASED PLANS OR PAID FOR INFORMATION REGARDING NEW OPPORTUNITIES IN CRAFTING FOR FUN AND PROFIT. THESE CRAFTERS AND ARTISTS RESPOND TO CLASSIFIED SPACE ADVERTISEMENTS OR PURCHASE PLANS AND KITS AT NATIONAL CRAFT SHOWS.

ADDRESSING:
SEE SELECTIONS
KEYING: \$2.00/M
MINIMUM ORDER:
5,000
SAMPLE REQUIRED
THRU: FEBRUARY 12
NEXT: AUGUST 12

MANY OF THESE FOLKS HAVE HOME-BASED BUSINESSES. THEY ARE INTERESTED IN COUNTRY LIFESTYLES, HAND-CRAFTED ITEMS, TOOLS AND CRAFTING SUPPLIES. DEMOGRAPHICS SUGGEST THE MEDIAN AGE IS 43 WITH A HOUSEHOLD INCOME OF \$44,000. MOST ARE MARRIED AND OWN THEIR OWN HOMES.

*** ADDITIONAL SELECTIONS AT \$10.00/M:

GLASS PATTERN BUYERS =	8,852
CERAMIC PATTERNS/KITS =	21,552
WOODWORKING PATTERNS =	43,692
COUNTRY CRAFTS =	24,716
SCRAP BOOKING=	23,289
CROCHET/SEWING=	31,887

90% AT HOME ADDRESSES

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: SPACE ADVERTISING & TRADE SHOWS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
PRODUCT SELECT	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

** USAGE **

CERAMICS PUBS CO.	JONES PUBLISHING	TERRY'S VILLAGE
FOX CHAPEL PUBLISHING	ORIENTAL TRADING CO.	WINFIELD COLLECT
FULLER CRAFT MUSEUM	PRIMEDIA SPECIAL	

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