

CREATIVE LIVING

22,113,963	UNIVERSE		\$65.00/M	
12,972,125	GARDENING	ADD	\$10.00/M	
17,139,254	COOKING	ADD	\$10.00/M	
2,712,290	WINE AFICIONADOS	ADD	\$10.00/M	ADDRESSING:
5,285,733	HOME DECOR	ADD	\$10.00/M	SEE SELECTIONS
1,097,467	HOME IMPROVEMENT	ADD	\$10.00/M	

WITH AN AVID INTEREST FOCUSED ON GARDENING, HOME DECORATING AND COOKING, THESE HOMEMAKERS SPEND THEIR DISCRETIONARY INCOME ON QUALITY KITCHEN APPLIANCES AND UTENSILS, HAND AND POWER TOOLS FOR GARDENING, AND HAND TOOLS FOR HOME IMPROVEMENT AND DO-IT-YOURSELF PROJECTS.

KEYING: \$2.00/M

MINIMUM ORDER: 5,000

MANY PARTICIPATE IN CANNING THEIR HOME GROWN FRUITS AND VEGETABLES TO LIVE A HEALTHIER LIFESTYLE AND MANY HAVE AN ORGANIC PREFERENCE.

SAMPLE REQUIRED

WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF \$50,000, THEY ALSO PURCHASE THE FINEST IN HOME DECOR AND REDECORATE THEIR HOMES OFTEN TO STAY WITH THE CURRENT FASHION. THEY HANDLE DO-IT-YOURSELF AND HOME IMPROVEMENT PROJECTS WITH CONFIDENCE AND SUBSCRIBE TO MAGAZINES TO GET DECORATING IDEAS, KEEP INFORMED OF CURRENT DECORATING TRENDS, AND EDUCATE THEMSELVES FOR HOME IMPROVEMENT PROJECTS.

THRU: JULY 2011
NEXT: FEBRUARY 2012

FROM ITW PUBLISHING, THIS MULTI-SOURCED AND DATA-ENRICHED FILE OF TRANSACTION AND RESPONSE ELEMENTS OFFERS ACTIONABLE INFORMATION ON APPROXIMATELY 117 MILLION HOUSEHOLDS AND 240 MILLION INDIVIDUALS FROM DATA SOURCES THAT INCLUDE MAIL ORDER RESPONSE, CREDIT, GEOGRAPHIC, GOVERNMENT, SUBSCRIPTION, AND SURVEY SOURCES.

THIS LIST IS AVAILABLE FOR OPTIMIZATION MODELING OR ACTIVATION MODELING AT DATA COOPERATIVES SUCH AS ABACUS, I-BEHAVIOR, NEXT-ACTION, PREFER AND Z-24 ON A NET/NET BASIS WITH NO RUN CHARGES.

SOURCE: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
CD ROM, CARTRIDGE	\$50.00
ELECTRONIC MEDIA	\$50.00

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