

**CREME' DE LA CREME' TRAVELERS**

1,775,395	DOMESTIC TRAVELERS	\$85.00/M	UNIT OF SALE:
1,171,562	FOREIGN TRAVELERS	\$85.00/M	N/A
1,139,734	CRUISE TRAVELERS	\$85.00/M	
1,491,968	BUSINESS TRAVELERS	\$85.00/M	GENDER: 75% MALE
	EMAIL ADDRESSES	INQUIRE	CAN SELECT

THESE UPSCALE CONSUMERS HAVE A HIGH PASSION FOR LUXURY TRAVEL AND SEEK FUN IN THE SUN AND ADVENTURE. MOST TRAVEL BY PLANE TO THEIR DESTINATIONS, RENT CARS AND EVEN CLIMB ABOARD A TRAIN. MANY OWN TIME SHARES AND PURCHASE TRAVELERS CHECKS FOR SAFE TRAVEL. MANY HAVE WEEKEND AND SUMMER HOMES AND THEY ARE LIKELY TO ENJOY SNOW SKIING, WATER SKIING, PARASAILING, SNORKELING, SCUBA DIVING, HORSEBACK RIDING, CAMPING AND HIKING ALONG WITH MANY OTHER EXTRAVAGANZAS.

ADDRESSING:  
SEE SELECTIONS  
KEYING: \$2.00/M  
MINIMUM ORDER:  
10,000  
SAMPLE REQUIRED  
THRU: FEBRUARY 12  
NEXT: AUGUST 12

THESE HIGH-END TRAVEL PROSPECTS CAN SPEND THEIR CONSIDERABLE INCOME ON A WIDE VARIETY OF APPAREL, GEAR AND SUPPLIES FOR THOSE TRIPS AWAY FROM HOME. THE AGE RANGE OF THESE TRAVELERS IS 30-75 AND THEIR INCOME BREAKS DOWN AS FOLLOWS:

\$50K - \$75K = 8%  
\$75K - \$100K = 21%  
\$100K - \$150K = 37%  
\$150K - \$200K = 16%  
OVER \$200K = 18%

ADDITIONAL LIFESTYLE AND TYPE OF TRAVEL SELECTIONS:  
TRAVELED A FOREIGN TRIP DURING (2 MONTH INCREMENTS)  
SPENT \$3000+ ON LAST FOREIGN TRIP  
SPENT \$1500 - \$2999 ON LAST FOREIGN TRIP  
SPENT LESS THAN \$1500 ON LAST FOREIGN TRIP  
FOREIGN TRAVELERS BY TRANSPORTATION TYPE  
TRAVELED TO FOREIGN COUNTRY  
CRUISE VACATION  
FOREIGN TRAVELERS BY BOAT/SHIP  
CRUISE VACATIONS DESTINATIONS  
CRUISE SHIP LINES (BY NAME)  
DOMESTIC BUSINESS TRIP  
DOMESTIC VACATION/PERSONAL TRIP  
3 OR MORE FOREIGN ROUND TRIPS  
DOMESTIC TRAVEL BY TRANSPORTATION TYPE  
DESTINATIONS IN LAST 3 YEARS  
DESTINATIONS IN LAST YEAR  
AIRLINES USED (BY NAME)  
3 OR MORE DOMESTIC BUSINESS TRIPS  
3 OR MORE DOMESTIC PERSONAL TRIPS  
CURRENTLY IN A FREQUENT GUEST PROGRAM-DOMESTIC HOTEL  
STAY 10 OR MORE NIGHTS FOR BUSINESS  
STAY AT HOTEL/MOTEL (BY NAME)  
PURCHASE TRAVELERS CHECKS  
PURCHASE \$1000+ TRAVELERS CHECKS  
PURCHASE \$450-\$999 TRAVELERS CHECKS  
HAVE VALID PASSPORT

(CONTINUED ON NEXT PAGE)

**Midwest Direct Marketing, Inc.**

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CREME' DE LA CREME' TRAVELERS (CONT'D)

HAVE TRAVEL OR ENTERTAINMENT CREDIT CARD  
USE TRAVEL/ENTERTAINMENT CARD IN LAST 30 DAYS  
READ TRAVEL PUBLICATIONS  
ORDER CAMPING/HUNTING EQPT. THROUGH MAIL/PHONE  
ORDER TRAVEL INFORMATION THROUGH MAIL/PHONE  
RENT TRANSPORTATION  
BELONG TO PRIORITY/PRIVATE CAR RENTAL CLUB  
VISIT A GAMBLING CASINO  
PARTICIPATE IN SPORTS  
ATTEND ENTERTAINMENT ESTABLISHMENTS  
VISIT THEME PARK  
STAY AT SKI RESORT  
STAY AT HEALTH OR SPA RESORT  
OWN VACATION/WEEKEND HOME  
GO TO THE BEACH/LAKE  
CHARTER PLANE FOR FOREIGN TRAVEL

THIS LIST HAS BEEN CREATED BY ANALYZING CONSUMERS  
THAT REPORT TRAVEL AND TRAVEL RELATED BEHAVIORS IN  
SIMMON'S NATIONAL CONSUMER RESEARCH DATA AND  
IDENTIFYING NATIONAL CONSUMER HOUSEHOLDS WITH THE  
HIGHEST SIMILARITY AND TRAVEL ENTHUSIAST BEHAVIORIAL  
PREFERENCES - BASED ON STATISTICAL MODELS DEVELOPED  
BY RUF STRATEGIC SOLUTIONS AND ADDITIONAL EXTERNAL  
DATA INCLUDING EXPERIAN INSOURCE DEMOGRAPHICS.

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: DEVELOPED BY RUF STRATEGIC SOLUTIONS IN  
COOPERATION WITH EXPERIAN.

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
LIFESTYLE DEMOGRAPHICS	\$10.00/M
TYPE OF TRAVEL	\$10.00/M
GENDER	\$6.00/M
INCOME	\$10.00/M
AGE	\$6.00/M
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

ABERCROMBIE & KENT	CONDE NAST PUB'S	RIVER BELLE CASINO
ARTHUR FROMMER'S TRAVEL	CRYSTAL CRUISES	TERAMOR CORP.
BOSE WAVE RADIO	HAPAG-LLOYD CRUISES	TRAVEL AND LEISURE
CHEECA LODGE	RAMADA PLAZA RESORT	VERIZON WIRELESS

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