

## FAMILY MAGAZINES CREDIT CARD BUYERS

144,604 12 MONTH BUYERS

\$80.00/M UNIT OF SALE:  
\$60.00 AVERAGE

THESE MAGAZINE SUBSCRIBERS ARE PROVEN CREDIT CARD BUYERS. WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$50,000, THEY RELY ON THEIR CREDIT CARDS TO GET THEM BY. THEIR CREDIT CARDS ALLOW THEM TO ENJOY THE FINER THINGS IN LIFE BY GIVING THEM SPENDING ABILITY THEIR INCOME DOES NOT.

GENDER: 50/50  
CAN SELECTADDRESSING:  
SEE SELECTIONS

THEY ARE AVID READERS, MOST HAVE GROWN CHILDREN AND WANT TO START DEVOTING THEIR TIME TO THEIR PERSONAL INTERESTS AND HOBBIES THAT WERE PUT ON HOLD WHILE RAISING THEIR CHILDREN. THEY ARE INTERESTED IN FINANCIAL PLANNING FOR THEIR RETIREMENT YEARS AND TAKE ADVANTAGE OF CREDIT OFFERS AS THEY ARE VERY STABLE CREDIT RISKS.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

THRU: SEPTEMBER 11  
NEXT: APRIL 12

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.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: [www.telemarketing.donotcall.gov](http://www.telemarketing.donotcall.gov)

SOURCE: 100% OUTBOUND TELEMARKETING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$7.50/M
PHONE NUMBERS	\$30.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

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