

FAMILY MAGAZINES HOLLYWOOD FANS

162,533 ENTERTAINMENT SUBSCRIBERS \$70.00/M UNIT OF SALE:
30.00 AVERAGE

THESE SUBSCRIBERS READ THEIR ENTERTAINMENT MAGAZINES FROM COVER TO COVER. THEY ARE AVID STAR WATCHERS AND LIKE TO STAY INFORMED ABOUT THE HOLLYWOOD SCENE. GENDER: 70% FEMALE
CAN SELECT

THEY ARE INTERESTED IN CURRENT FASHION AND BEAUTY TRENDS, HOME DECOR AND THE CAREERS AND RELATIONSHIPS OF THE RICH AND FAMOUS. ADDRESSING:
SEE SELECTIONS

WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF \$55,000, THESE MOSTLY MARRIED WOMEN LOOK FORWARD TO RECEIVING THEIR MONTHLY ISSUES. KEYING: \$2.00/M
MINIMUM ORDER:
5,000

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

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL. THRU: JANUARY 05
NEXT: AUGUST 05
ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50 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

SOURCE: 100% OUTBOUND TELEMARKETING

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| 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 |
| PHONE NUMBERS | \$30.00/M |
| MAIL ORDER BUYERS | \$20.00/M |
| P/S LABELS | \$10.00/M |
| MAGNETIC TAPE | \$30.00 |
| ELECTRONIC DELIVERY | \$50.00 |

** USAGE **

OK! MAGAZINE

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