

**FAMILY MAGAZINES MAIL ORDER BUYERS**

251,727 12 MONTH BUYERS

\$80.00/M UNIT OF SALE:  
\$75.00 AVERAGE

THESE STABLE AMERICANS, WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$50,000, SPEND THEIR HARD EARNED MONEY PURCHASING THROUGH THE MAIL.

GENDER: 50/50  
CAN SELECT

THESE ARE THE BABY BOOMERS. WITH THEIR CHILDREN GROWN, THEY HAVE TIME TO SPEND ON THEIR OWN PERSONAL INTERESTS AND HOBBIES. MANY TAKE THAT GOURMET COOKING OR ART CLASS, THEY TRAVEL TO EXOTIC LOCATIONS, RESTORE THE VINTAGE AUTOMOBILE, OR DEVOTE MORE TIME TO THEIR ANTIQUES AND COLLECTIONS. THEY HAVE RESPONDED TO A TELEMARKETING OFFER TO SUBSCRIBE TO THE PUBLICATIONS SERVING THESE INTERESTS AND LIFETIME DESIRES.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THEY ARE PRE-RETIREMENT AGE AND ALSO HAVE AN INTEREST IN FINANCIAL PLANNING. THEY ARE AVID READERS WITH A THIRST FOR KNOWLEDGE.

THRU: SEPTEMBER 11  
NEXT: APRIL 12

WITH THEIR AVERAGE INCOME, THEY TAKE THE TIME TO SHOP FOR QUALITY ITEMS TO GET THE BEST VALUE FOR THEIR HARD EARNED MONEY.

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

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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