

FAMILY MAGAZINES SUBSCRIBERS BY CATEGORY

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|---------|-----------------------------|---------------|-----------------|
| 105,833 | GENERAL PUBLICATIONS | \$70.00/M | UNIT OF SALE: |
| 30,241 | NEWS/FINANCIAL PUBLICATIONS | \$75.00/M | \$30.00 AVERAGE |
| 79,892 | OPPORTUNITY SEEKERS | \$75.00/M | |
| 51,907 | HEALTH PUBLICATIONS | \$75.00/M | GENDER: 50/50 |
| 78,562 | ENTERTAINMENT PUBLICATIONS | \$75.00/M | CAN SELECT |
| 46,403 | DO-IT-YOURSELF PUBLICATIONS | \$75.00/M | |
| | 6 MONTH RECENCY | ADD \$5.00/M | ADDRESSING: |
| | 3 MONTH RECENCY | ADD \$10.00/M | SEE SELECTIONS |

THESE SUBSCRIBERS SPEND AN ENORMOUS AMOUNT OF MONEY ON PUBLICATIONS CATERED TO THEIR SPECIFIC INTEREST OR HOBBY. WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$55,000, THESE FOLKS HAVE THEIR CHILDREN GROWN AND NOW DEVOTE TIME TO THEIR PERSONAL LIVES.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THEY ARE OF PRE-RETIREMENT AGE AND HAVE AN INTEREST IN FINANCIAL PLANNING AND HEALTH ISSUES FOR THEIR GOLDEN YEARS.

THRU: SEPTEMBER 11
NEXT: APRIL 12

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

SOURCE: 100% OUTBOUND TELEMARKETING

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|-----------------------------|-----------|
| 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 |

** USAGE **

ZOOLOGICAL SOCIETY

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