

FAMILY MAGAZINES SUBSCRIBERS

185,369	6 MONTH HOTLINE	\$70.00/M
101,828	3 MONTH HOTLINE	\$75.00/M

THESE MAGAZINE SUBSCRIBERS SPEND OVER \$100 FOR SUBSCRIPTIONS TO MULTIPLE MAGAZINES. THESE OPPORTUNITY SEEKERS PARTICIPATE HEAVILY IN SWEEP-STAKES OFFERS AND ARE INTERESTED IN PUBLICATIONS CONCERNING SPORTS, ENTERTAINMENT, EDUCATION, WORLD NEWS AND CURRENT EVENTS, HEALTH AND FITNESS, TRAVEL, INVESTMENT AND FINANCE, FOOD AND COOKING, HOME DECOR, ANIMAL PUBLICATIONS, ART, CRAFTS, ANTIQUES, COLLECTIBLES AND MUCH MORE.

THE MAJORITY OF THESE READERS ARE OVER 50, HAVE AN AVERAGE INCOME OF \$50,000 AND 60% OWN THEIR OWN HOME. THESE SUBSCRIBERS PURCHASE PRODUCTS AND INFORMATION THROUGH THE MAIL TO SUPPORT THEIR SPECIFIC HOBBIES AND INTERESTS.

MANY ARE CONTRIBUTORS TO A BROAD RANGE OF ORGANIZATIONS INCLUDING RELIGIOUS AND HEALTH ASSOCIATIONS.

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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE	\$7.50/M
INCOME	\$7.50/M
GENDER	\$6.00/M
PHONE NUMBERS	\$30.00/M
MAIL ORDER BUYERS	\$20.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

NAT'L MAG. EXCHANGE SACRAMENTO ZOO SOCIETY

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