

## GARDENS GALORE

99,301	12 MONTH ORGANIC GARDENERS	\$75.00/M	
331,039	12 MONTH VEGETABLE GARDENERS	\$75.00/M	
451,142	12 MONTH FLOWER GARDENERS	\$75.00/M	GENDER: 51% FEMALE
65,433	12 MO. MAIL ORDER RESPONDER	\$75.00/M	CAN SELECT
500,647	12 MONTH DEDICATED GARDENERS	\$75.00/M	

ADDRESSING:  
SEE SELECTIONS

FROM VEGETABLE GARDENS TO FLOWER GARDENS TO ORGANIC GARDENS FOR BETTER LIVING, THESE DIGGERS OF THE DIRT ENJOY THEIR TIME OUTDOORS AND IN THEIR GARDENS. THEY PURCHASE A WIDE RANGE OF GARDENING HAND TOOLS, BOOTS AND APPAREL AND LAWN EQUIPMENT. THEY ALSO PURCHASE KITCHEN APPLIANCES AND CANNING SUPPLIES TO BE ABLE TO ENJOY THE FRUITS OF THEIR LABORS YEAR AROUND.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THESE SALT OF THE EARTH "GREEN THUMBS" SUBSCRIBE TO PUBLICATIONS TO LEARN OF GARDENING TECHNIQUES, PEST AND WEED CONTROL, SEEDS AND FERTILIZERS AND LANDSCAPING AND LAWN CARE.

THRU: JANUARY 2010  
NEXT: AUGUST 2010

WHETHER THEY GARDEN TO BEAUTIFY THEIR HOMES OR FEED THEIR FAMILIES, THESE GARDENING ENTHUSIASTS CAN'T WAIT TO START PLANNING AND PURCHASING THEIR PLANTS AND SUPPLIES FOR SPRING EACH YEAR.

MANY LIFESTYLE AND HOUSEHOLD DEMOGRAPHICS SELECTIONS ARE AVAILABLE - PLEASE INQUIRE.

ALL ORDER 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.

SOURCE: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
CD ROM, CARTRIDGE	\$50.00
ELECTRONIC MEDIA	\$50.00

\*\* USAGE \*\*

ENGINEERING SERVICES REIMAN PUBS

CONTACT LIST MANAGER EMAIL: [Scott@midwestdm.com](mailto:Scott@midwestdm.com)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: [info@midwestdm.com](mailto:info@midwestdm.com)