

**HEIRLOOM EDITIONS/VICTORIAN FLAIR**

16,592	BUYERS AND PAID INQUIRERS	\$80.00/M	UNIT OF SALE:
	FUNDRAISER RATE	\$55.00/M	\$52.00 AVERAGE
	PUBLISHER RATE	\$60.00/M	
	TELEMARKETING-PLEASE INQUIRE		GENDER: 87% FEMALE
	NCOA'D TWICE ANNUALLY		CAN SELECT

FOR MANY YEARS WOMEN TURNED TO HEIRLOOM EDITIONS VICTORIAN FLAIR CATALOGUE TO RE-LIVE THE ELEGANT AND ROMANTIC LIFESTYLE OF THE VICTORIAN AGE. THE CATALOGUE PROVIDED DIE-CUT ANTIQUE POSTCARDS, FRAMED AND UNFRAMED CLASSIC VICTORIAN PRINTS, FOIL ENGRAVED ANGEL PRINTS, STATIONARY AND PETITE INSPIRATIONALS.

ADDRESSING:  
SEE SELECTIONS  
  
KEYING: \$2.00/M  
  
MINIMUM ORDER:  
5,000

WITH AN INTEREST IN ANTIQUES AND COLLECTIBLES, THESE BUYERS LOVE ANTIQUE REPRODUCTIONS WITH ANGELS, CUPIDS, YOUNG CHILDREN AND FLOWER GARDENS USED AS THEMES. THE ADDED RICHNESS OF BRASS AND WOOD GIVE THESE ITEMS A BEAUTIFUL UNIQUENESS.

SAMPLE REQUIRED  
  
THRU: NOVEMBER 11  
NEXT: MAY 12

BUYERS HAVE AN AVERAGE AGE OF 43 AND AN AVERAGE INCOME OF \$65,000+. THEY SPEND THEIR DISCRETIONARY INCOME AND SPARE TIME DECORATING THEIR HOMES AND OFFICES IN THE VICTORIAN THEME WITH ITEMS THEY PURCHASE VIA THE INTERNET.

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.

SOURCE: CATALOG BUYERS, PAID INQUIRERS, INTERNET BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

CABELA'S  
COVENANT HOUSE

HOFFMAN MEDIA, INC.  
USK INTERNATIONAL

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