

**THE HOME CHEF**

228,137	12 MONTH BAKING	\$70.00/M	GENDER: 66% FEMALE
217,149	12 MONTH GOURMET COOKING	\$70.00/M	CAN SELECT
182,684	12 MONTH LOW FAT COOKING	\$70.00/M	
325,099	12 MONTH HOMESTYLE COOKING	\$70.00/M	ADDRESSING:
232,471	12 MO. CULINARY PUBLICATIONS	\$70.00/M	SEE SELECTIONS
197,136	12 MONTH HEALTH PUBLICATIONS	\$70.00/M	

EMAIL ADDRESS-PLEASE INQUIRE

THESE HOMESTYLE COOKS AND CULINARY ARTISTS TAKE GREAT PRIDE IN THEIR KITCHEN CREATIONS. WHETHER THEIR INTEREST IS IN GOURMET COOKING, STRIVING FOR A HEALTHIER LIFESTYLE THROUGH EATING HEALTHIER, PERFECTING GRANDMA'S RECIPE, OR FOCUSED ON MASTERING ETHNIC OR CULTURAL RECIPES, THEY SPEND MANY HOURS AND THEIR DISCRETIONARY INCOME IN THE KITCHEN.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF \$55,000, THESE HOMEMADE CHEFS PURCHASE THE BEST IN QUALITY KITCHEN APPLIANCES AND UTENSILS. MANY SUBSCRIBE TO MAGAZINES TO ENHANCE THEIR KNOWLEDGE OF FOOD PREPARATION AND OBTAIN NEW RECIPES AND ENTERTAINING IDEAS.

UPDATES MONTHLY

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: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
3 MONTH HOTLINE	\$10.00/M
6 MONTH HOTLINE	\$5.00/M
ELECTRONIC DELIVERY	\$50.00

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