

## IN THE WILDLANDS

14,354,063	WILDLAND RESIDENTS		\$75.00/M	
9,403,527	HOMEOWNERS	ADD	\$10.00/M	GENDER:68% MALE
1,827,909	FARMING COMMUNITIES	ADD	\$10.00/M	CAN SELECT
2,000,306	OUTDOOR SPORTSMEN	ADD	\$10.00/M	
1,767,312	SPORTS ENTHUSIASTS	ADD	\$10.00/M	ADDRESSING:
1,553,838	HOME IMPROVEMENT	ADD	\$10.00/M	SEE SELECTIONS
1,951,621	GARDENING	ADD	\$10.00/M	
8,952,828	MAIL ORDER RESPONDER	ADD	\$10.00/M	
728,667	HUNTING	ADD	\$10.00/M	KEYING: \$2.00/M
1,220,974	FISHING	ADD	\$10.00/M	
1,603,716	PET OWNERS	ADD	\$10.00/M	

MINIMUM ORDER:  
5,000

WWW.INTHEWILDLANDS.COM, SERVES THE INTERESTS AND NEEDS OF PEOPLE LIVING IN AREAS THAT WERE PREVIOUSLY UNDER-POPULATED WHERE WILDLIFE, RUGGED TERRAIN AND EXTREME WEATHER ARE THE PREDOMINATE FEATURES.

SAMPLE REQUIRED

THESE RESIDENTS LIVING IN THE WILDLAND URBAN INTERFACE AREAS OF THE COUNTRY HAVE DEVELOPED DISTINCT LIFESTYLES FOR LIVING IN MOUNTAIN, PRAIRIE, COASTAL, WETLAND, RIPARIAN, DESERT AND FORESTED AREAS. THEY HAVE TO BECOME VERY RESOURCEFUL AS URBAN AMENITIES ARE DISPLACED BY NATURE.

THRU: APRIL 2011  
NEXT: NOVEMBER 2011

THE LIFESTYLE NEEDS MAY VARY DUE TO GEOGRAPHICAL DIFFERENCES, BUT THEY HAVE MANY CHARACTERISTICS IN COMMON: STRONG CONCERN FOR THE ENVIRONMENT; HIGH INVOLVEMENT IN OUTDOOR ACTIVITIES; SHOP VIA MAIL AND/OR INTERNET; HIGHER THAN NATIONAL AVERAGE INTERESTS IN GARDENING AND DO-IT-YOURSELF PROJECTS; COMMITTED CONSUMERS OF ALTERNATIVE ENERGY AND SUSTAINABLE BUILDING MATERIALS; AND AN ACUTE AWARENESS OF THREATS BY NATURE AND WILDLIFE TO THEIR FAMILY AND PROPERTY.

LIVING IN THESE TYPES OF AREAS REQUIRES SPECIAL APPAREL, HOUSEHOLD PRODUCTS, TOOLS AND EQUIPMENT TO ENJOY ALL OF NATURE'S BEAUTY AND BE PREPARED FOR IT'S FURY.

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
NIELSEN COUNTY	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
CD ROM, CARTRIDGE	\$50.00
ELECTRONIC MEDIA	\$50.00

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

**Midwest Direct Marketing, Inc.**

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\*\* USAGE \*\*

CABELA'S  
CIGARS INT'L  
CONSTRUCTIVE PLAYTHINGS

GARDENS ALIVE!  
NAT'L RESOURCES DEFENSE  
NAT'L RIFLE ASSN.

REI  
WASHINGTON TRAILS

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