

**LIFESTYLE CLUSTERS**

230,000,000 ACTIVE HOUSEHOLDS \$45.00/M

THESE CONSUMERS, FROM ALL STAGES OF LIFE,  
 REQUIRE HIGH QUALITY ITEMS TO ENHANCE THEIR  
 PARTICIPATION AND ENJOYMENT OF THEIR HOBBY.  
 MANY SUBSCRIBE TO MAGAZINES AND PARTICIPATE IN  
 LOCAL CLUBS TO FURTHER THEIR SKILLS.

GENDER:  
 CAN SELECT

ADDRESSING:  
 SEE SELECTIONS

**LIFESTYLE SELECTIONS AVAILABLE AT \$15/M INCLUDE:**

DIY GOURMET COOKING  
 CRAFTS CHILD HEALTH CONCERNS  
 RETIREES ADULT HEALTH CONCERNS  
 TRAVELERS HEALTHY LIVING CONCERNS  
 GARDENERS HOUSEHOLDS WITH TEENAGERS  
 HOUSEHOLDS WITH YOUNG CHILDREN

KEYING: 3.50/M

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

UPDATED MONTHLY

**DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M INCLUDE:**

AGE HOME VALUE  
 INCOME MAIL ORDER DONOR  
 HOMEOWNER MAIL ORDER BUYER  
 CREDIT CARD HOLDER LENGTH OF RESIDENCE

ALL ORDERS CANCELED 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 CODE | \$6.00/M  |
| GENDER                           | \$6.00/M  |
| HOUSEHOLD DEMOGRAPHICS           | \$10.00/M |
| LIFESTYLE DEMOGRAPHICS           | \$15.00/M |
| ELECTRONIC DELIVERY              | \$50.00   |

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

**Midwest Direct Marketing, Inc.**

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