

LIFESTYLE DETAILS MASTERFILE

25,749,440	TOTAL UNIVERSE		\$55.00/M	
13,512,545	GARDENING	ADD	\$10.00/M	
22,871,761	CREATIVE LIVING	ADD	\$10.00/M	ADDRESSING:
19,749,126	CULINARY ARTS	ADD	\$10.00/M	SEE SELECTIONS
15,008,941	DO IT YOURSELF	ADD	\$10.00/M	
19,852,089	DONORS/SOCIAL CONCERNS	ADD	\$10.00/M	
24,562,383	HOBBIES	ADD	\$10.00/M	KEYING: \$2.00/M
12,920,683	HOME CRAFTS	ADD	\$10.00/M	
16,577,856	RENAISSANCE LIFESTYLE	ADD	\$10.00/M	
15,513,601	SPORTS ATHLETE	ADD	\$10.00/M	MINIMUM ORDER:
18,957,910	SPORTS ENTHUSIASTS	ADD	\$10.00/M	5,000
21,412,259	TRAVEL	ADD	\$10.00/M	
18,424,246	READING	ADD	\$10.00/M	
16,836,110	COLLECTIBLES	ADD	\$10.00/M	SAMPLE REQUIRED

FROM ITW PUBLISHING, THESE ACTIVE HOUSEHOLDS HAVE INDICATED THESE LIFESTYLE PREFERENCES. THESE AVID HOBBYISTS ROUTINELY SUBSCRIBE TO MAGAZINES AND PURCHASE HIGH QUALITY ITEMS TO ENHANCE THEIR PARTICIPATION AND ENJOYMENT OF THEIR HOBBY. MANY ENROLL IN LOCAL CLASSES AND PARTICIPATE IN LOCAL CLUBS TO FURTHER THEIR SKILLS.

THRU: AUGUST 07
NEXT: FEBRUARY 08

THIS MULTI-SOURCED AND DATA-ENRICHED FILE OF TRANSACTION AND RESPONSE ELEMENTS OFFERS ACTIONABLE INFORMATION ON APPROXIMATELY 117 MILLION HOUSEHOLDS AND 240 MILLION INDIVIDUALS FROM DATA SOURCES THAT INCLUDE MAIL ORDER RESPONSE, CREDIT, GEOGRAPHIC, GOVERNMENT, SUBSCRIPTION, AND SURVEY SOURCES.

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M:

AGE	MARITAL STATUS
TRAVELS	LENGTH OF RESIDENCE
HOMEOWNER	COMPUTER OWNER
ELECTRONICS OWNER	HOME VALUE
INVESTOR	INCOME

LIFESTYLE SELECTIONS AVAILABLE AT \$15/M:

COMPUTER OWNER (BY TYPE)	CHILD'S AGE OR GENDER
MAIL ORDER BUYER (BY TYPE)	CREDIT CARD (BY TYPE)
DIET/HEALTH CONCERN	ELECTRONICS (BY TYPE)
COLLECTIBLES (BY TYPE)	INVESTMENTS (BY TYPE)
OWN SPA, POOL, HOT TUB	OCCUPATION (BY TYPE)
MUSIC PREFERENCE (BY TYPE)	SPORTS INTEREST
DONORS (BY CONCERN)	OWNS HORSE, DOG, CAT
OWNS RV OR MOTORCYCLE	TRAVEL (BY TYPE)

THIS LIST IS AVAILABLE FOR OPTIMIZATION MODELING OR ACTIVATION MODELING AT DATA COOPERATIVES SUCH AS ABACUS, I-BEHAVIOR, NEXT-ACTION, PREFER AND Z-24 ON A NET/NET BASIS WITH NO RUN CHARGES.

SOURCE: DIRECT RESPONSE

CONTINUED ON NEXT CARD

Midwest Direct Marketing, Inc.

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LIFESTYLE DETAILS MASTERFILE (CONT'D)

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
ZIP + 4	\$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

** USAGE **

PROVIDIAN CORP.
VEHICLES FOR CHANGE