

## LIFESTYLE DETAILS MASTERFILE

36,597,986	TOTAL UNIVERSE		\$55.00/M	
13,470,101	GARDENING	ADD	\$10.00/M	
22,508,513	CREATIVE LIVING	ADD	\$10.00/M	ADDRESSING:
19,440,406	CULINARY ARTS	ADD	\$10.00/M	SEE SELECTIONS
14,987,808	DO IT YOURSELF	ADD	\$10.00/M	
19,248,746	DONORS/SOCIAL CONCERNS	ADD	\$10.00/M	
24,166,999	HOBBIES	ADD	\$10.00/M	KEYING: \$2.00/M
12,948,280	HOME CRAFTS	ADD	\$10.00/M	
16,422,209	RENAISSANCE LIFESTYLE	ADD	\$10.00/M	
15,369,302	SPORTS ATHLETE	ADD	\$10.00/M	MINIMUM ORDER:
19,122,795	SPORTS ENTHUSIASTS	ADD	\$10.00/M	5,000
20,881,863	TRAVEL	ADD	\$10.00/M	
18,325,750	READING	ADD	\$10.00/M	
16,492,722	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: MARCH 2010  
NEXT: NOVEMBER 2010

## 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)

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
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

**Midwest Direct Marketing, Inc.**

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\*\* USAGE \*\*

MUTUAL OF OMAHA  
PROVIDIAN CORP.

THOMPSON CIGAR CO.  
VEHICLES FOR CHNG

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