

LIFESTYLE DETAILS MASTERFILE

36,956,514	TOTAL UNIVERSE		\$55.00/M	
13,608,912	GARDENING	ADD	\$10.00/M	
22,740,466	CREATIVE LIVING	ADD	\$10.00/M	ADDRESSING:
19,640,742	CULINARY ARTS	ADD	\$10.00/M	SEE SELECTIONS
15,142,259	DO IT YOURSELF	ADD	\$10.00/M	
19,447,107	DONORS/SOCIAL CONCERNS	ADD	\$10.00/M	
24,416,043	HOBBIES	ADD	\$10.00/M	KEYING: \$2.00/M
13,081,714	HOME CRAFTS	ADD	\$10.00/M	
16,591,442	RENAISSANCE LIFESTYLE	ADD	\$10.00/M	
15,526,674	SPORTS ATHLETE	ADD	\$10.00/M	MINIMUM ORDER:
19,319,858	SPORTS ENTHUSIASTS	ADD	\$10.00/M	5,000
21,097,053	TRAVEL	ADD	\$10.00/M	
18,514,599	READING	ADD	\$10.00/M	
16,662,682	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: FEBRUARY 09
NEXT: SEPTEMBER 09

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 + 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
NCOA - INQUIRE	

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com

** USAGE **

PROVIDIAN CORP.

THOMPSON CIGAR CO.

VEHICLES FOR CHNG

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