

LIFESTYLE DETAILS MASTERFILE

36,217,684	TOTAL UNIVERSE		\$55.00/M	
13,336,734	GARDENING	ADD	\$10.00/M	
22,285,657	CREATIVE LIVING	ADD	\$10.00/M	ADDRESSING:
19,247,927	CULINARY ARTS	ADD	\$10.00/M	SEE SELECTIONS
14,839,414	DO IT YOURSELF	ADD	\$10.00/M	
19,058,165	DONORS/SOCIAL CONCERNS	ADD	\$10.00/M	
23,927,722	HOBBIES	ADD	\$10.00/M	KEYING: \$2.00/M
12,820,080	HOME CRAFTS	ADD	\$10.00/M	
16,259,613	RENAISSANCE LIFESTYLE	ADD	\$10.00/M	
15,216,141	SPORTS ATHLETE	ADD	\$10.00/M	MINIMUM ORDER:
18,933,461	SPORTS ENTHUSIASTS	ADD	\$10.00/M	5,000
20,675,112	TRAVEL	ADD	\$10.00/M	
18,144,307	READING	ADD	\$10.00/M	
16,329,428	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: SEPTEMBER 2009
NEXT: APRIL 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

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com

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