

LIFESTYLE DETAILS MASTERFILE

00422

33,330,412	TOTAL UNIVERSE		\$45.00/M	
11,982,572	GARDENING	ADD	\$10.00/M	
20,499,001	CREATIVE LIVING	ADD	\$10.00/M	ADDRESSING:
17,133,375	CULINARY ARTS	ADD	\$10.00/M	SEE SELECTIONS
13,649,731	DO IT YOURSELF	ADD	\$10.00/M	
17,557,614	DONORS/SOCIAL CONCERNS	ADD	\$10.00/M	
22,009,422	HOBBIES	ADD	\$10.00/M	KEYING: \$2.00/M
11,452,343	HOME CRAFTS	ADD	\$10.00/M	
14,956,069	RENAISSANCE LIFESTYLE	ADD	\$10.00/M	
13,996,279	SPORTS ATHLETE	ADD	\$10.00/M	MINIMUM ORDER:
17,415,552	SPORTS ENTHUSIASTS	ADD	\$10.00/M	5,000
19,017,578	TRAVEL	ADD	\$10.00/M	
16,689,847	READING	ADD	\$10.00/M	
15,020,286	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 PARTICIPATE IN LOCAL CLUBS TO FURTHER THEIR SKILLS.

UPDATED MONTHLY

LOCAL CLASSES AND

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M:

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

LIFESTYLE SELECTIONS AVAILABLE AT \$15/M:

COMPUTER OWNER (BY TYPE)	CHILD'S AGE OR GENDER	TRAVEL (BY TYPE)
MAIL ORDER BUYER (BY TYPE)	CREDIT CARD (BY TYPE)	OWNS RV OR MOTORCYCLE
DIET/HEALTH CONCERN	ELECTRONICS (BY TYPE)	OWNS HORSE, DOG, CAT
COLLECTIBLES (BY TYPE)	INVESTMENTS (BY TYPE)	DONORS (BY CONCERN)
OWN SPA, POOL, HOT TUB	OCCUPATION (BY TYPE)	SPORTS INTEREST
MUSIC PREFERENCE (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
6 MONTH RECENCY	\$10.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM, CARTRIDGE	\$50.00
ELECTRONIC MEDIA	\$50.00

** USAGE **

MUTUAL OF OMAHA THOMPSON CIGAR CO. VEHICLES FOR CHNG
PROVIDIAN CORP.

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com

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