



00129

**MARINE CORPS APPAREL BUYERS**

28,630 CATALOG BUYERS \$95.00/M

UNIT OF SALE:  
\$25.00 AVERAGE

LOOKING FOR AN USMC DEVIL DOG? THESE CURRENT AND VETERAN MARINE CORPS MEMBERS ARE TRUE BLUE. THEY HAVE PURCHASED APPAREL AND GIFTS BEARING THE "DEVIL DOG" INSIGNIA FOR HOME, GIFT AND OFFICE USE.

GENDER: 65% MALE  
CAN SELECT

ALTHOUGH THE ARMY, NAVY AND AIR FORCE ARE EQUALLY PROUD OF THEIR BRANCH OF THE MILITARY, THE DEVIL DOGS LIKE TO SHOW THEIR LOYALTY AS THE APPAREL LINE INCLUDES SELECTIONS FOR WOMEN AND CHILDREN.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THESE BUYERS ARE INTERNET AND COMPUTER SAVVY, MOST OWN THEIR OWN HOME, ARE AN AVERAGE AGE OF 45 AND HAVE AN AVERAGE INCOME OF \$60,000.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

THRU: APRIL 2011  
NEXT: NOVEMBER 2011

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: INTERNET AND CATALOG BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

**\*\* USAGE \*\***

- |                         |                        |                    |
|-------------------------|------------------------|--------------------|
| AMERICA REMEMBERS       | EASTBAY RUNNING STORE  | NATL ASSN UNIFORM  |
| AMERICAN LEGION         | HELP HOSPITALIZED VETS | REIMAN PUBS        |
| AMERICAN MINT           | HISTORIC AVIATION      | SGT. GRIT MARINE   |
| AMERICAN TARGET ADMISS. | MARINE CORPS ASSN.     | SMOKY MNTN KNIFE   |
| ARMY TIMES PUBLISHING   | MARINE CORPS HERITAGE  | THOMPSON CIGAR CO. |
| BELVOIR PUBS            | MARINE TOY FOR TOT     | US NAVY MEMORIAL   |
| BOOKSPAN                | MEDALS OF AMERICA      | USO WORLD HQ       |
| BRIGADE QUARTERMASTERS  | MYSTIC STAMP CO.       | VFW                |
| CUSTOM INK              | NAT'L RIFLE ASSN.      | VIETNAM VETS MEM.  |

CONTACT LIST MANAGER EMAIL: [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)