

MYCART.NET ONLINE BUYERS

| | | |
|---------|---------------------------|---------------|
| 504,326 | 12 MONTH EMAIL ADDRESSES | \$150.00/M |
| 357,814 | 12 MONTH POSTAL ADDRESSES | \$75.00/M |
| | 6 MONTH HOTLINE | ADD \$10.00/M |
| | 3 MONTH HOTLINE | ADD \$15.00/M |
| | 1 MONTH HOTLINE | ADD \$20.00/M |

THESE BUYERS ARE PURCHASING A WIDE VARIETY OF PRODUCTS FROM ONLINE RETAILERS. WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF \$75,000, THESE COMPUTER SAVVY CONSUMERS ARE TAKING ADVANTAGE OF THE CONVENIENCE OF SHOPPING ONLINE.

GENDER NOT
SELECTABLE

ADDRESSING:
SEE SELECTIONS

THEY PURCHASE ITEMS FOR HEALTH AND FITNESS, BEAUTY AND FASHION, HOME DECOR, DO-IT-YOURSELF PROJECTS, ANIMAL AND PET NEEDS, BOOKS, COLLECTIBLES, HOBBIES, CRAFTS AND MUCH MORE.

KEYING: 5.00/M

MINIMUM ORDER:
5,000

THE FOLLOWING PURCHASE CATEGORIES ARE AVAILABLE, AT AN ADDITIONAL \$10/M:

| POSTAL | EMAIL | CATEGORY |
|--------|--------|-----------------------------|
| 5,998 | 18,614 | FOOD |
| 6,703 | 19,984 | DONORS |
| 5,904 | 16,831 | TRAVEL |
| 13,840 | 39,605 | APPAREL |
| 4,413 | 13,897 | SELF HELP |
| 5,142 | 15,938 | REAL ESTATE |
| 6,107 | 19,868 | AUTOMOTIVE |
| 7,981 | 23,476 | PET SUPPLIES |
| 6,692 | 20,047 | ART & MUSIC |
| 15,006 | 46,734 | MUNICIPALITIES |
| 7,986 | 24,431 | BEAUTY SUPPLIES |
| 5,608 | 16,969 | RELIGIOUS GOODS |
| 15,781 | 47,151 | HEALTH & BEAUTY |
| 6,284 | 18,609 | HOME IMPROVEMENT |
| 6,577 | 20,223 | SPORTS & FITNESS |
| 7,408 | 22,861 | NASCAR ENTHUSIAST |
| 6,563 | 19,908 | COMPUTERS/SOFTWARE |
| 12,673 | 38,541 | MAGAZINE SUBSCRIBERS |
| 5,576 | 17,242 | MEDICAL SUPPLIES & SERVICES |

SAMPLE REQUIRED

UPDATED MONTHLY

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS. ALL ORDERS CANCELLED AFTER THE MAILDATE 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: ONLINE BUYERS

| | |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| AGE OR INCOME | \$10.00/M |
| ZIP TAPE SET UP FEE | \$50.00 |
| ELECTRONIC DELIVERY | \$50.00 |

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