

**OUT & ABOUT TRAVELERS**

8,849,104	DOMESTIC TRAVELER	\$70.00/M	
1,494,985	FOREIGN TRAVELER	\$70.00/M	GENDER:
614,978	CRUISE ENTHUSIASTS	\$70.00/M	CAN SELECT
2,553,165	DOMESTIC BUSINESS TRAVEL	\$70.00/M	
170,449	FOREIGN BUSINESS TRAVEL	\$70.00/M	ADDRESSING:
2,555,425	TRAVEL CREDIT CARD HOLDER	\$70.00/M	SEE SELECTIONS
	EMAIL ADDRESSES	INQUIRE	

THESE TRAVELERS ARE INTERESTED IN ALL TYPES OF TRAVEL DESTINATIONS. THEY SEEK INFORMATION ON OUR NATIONAL AND STATE PARKS, AS WELL AS INFORMATION ON THEME PARKS AND HISTORICAL ATTRACTIONS ABROAD. THEY PURCHASE LUGGAGE, TRAVEL INSURANCE, SEARCH THE INTERNET FOR TRAVEL DISCOUNTS, AND MANY ENROLL IN FREQUENT FLYER AND OTHER TRAVEL PROGRAMS.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THE BUSINESS TRAVELERS VISIT OUR NATIONS LARGEST CITIES AS WELL AS LARGE INTERNATIONAL CITIES. THEY OFTEN RETURN TO THESE DESTINATIONS TO FURTHER ENJOY THE AREA ATTRACTIONS WITH THEIR FAMILY.

THRU: MARCH 2012  
NEXT: SEPTEMBER 2012

WITH THEIR UPPER INCOME, THEY ENJOY THE NATURAL AND MAN MADE WONDERS OF THE WORLD THROUGH BOTH DOMESTIC AND FOREIGN TRAVEL WHETHER IT BE BY AIR, CRUISE TRAVEL OR LAND EXCURSIONS.

ADDITIONAL TRAVEL SELECTIONS AVAILABLE AT \$15/M:  
HAVE TRAVELLED TO CANADA                      FREQUENT FLYER  
HAVE TAKEN CASINO VACATION                      TRAVEL BY RV  
HAVE TAKEN TIME SHARE VACATION  
TRAVEL CREDIT CARD HOLDER

ALL HOUSEHOLD DEMOGRAPHIC SELECTIONS ARE AVAILABLE AT \$10/M. PLEASE INQUIRE FOR SPECIFIC SELECTIONS.

THIS FILE IS A MULTI-SOURCED AND DATA-ENRICHED FILE OF TRANSACTION AND RESPONSE DRIVEN ELEMENTS FROM DATA SOURCES THAT INCORPORATE MAIL ORDER RESPONSE, CREDIT, GEOGRAPHIC, GOVERNMENT, SUBSCRIPTION AND SURVEY RESPONSES.

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
	HOUSEHOLD DEMOGRAPHICS	\$10.00/M
	LIFESTYLE DEMOGRAPHICS	\$15.00/M
	ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)**Midwest Direct Marketing, Inc.**

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