



## QC SUPPLY CATALOG MAIL ORDER BUYERS

190,066	TOTAL BUYERS	\$95.00/M	AVERAGE SALE:
24,278	LAST 12 MONTH BUYERS	ADD \$5.00/M	\$150.00
13,026	LAST 6 MONTH BUYERS	ADD \$10.00/M	
8,152	LAST 3 MONTH BUYERS	ADD \$15.00/M	GENDER: 80% MALE
27,041	CATALOG REQUESTORS	\$85.00/M	CAN SELECT
	NCOA'D TWICE ANNUALLY		

QC SUPPLY CATALOG OFFERS THOUSANDS OF EXCEPTIONAL PRODUCTS FOR CONSTRUCTION, AGRIBUSINESS, OUTDOOR MAINTENANCE AND RURAL LIFESTYLES. BRAND NAME AND HARD TO FIND PRODUCTS ARE OFFERED AT LOW PRICES BY A FRIENDLY AND KNOWLEDGEABLE STAFF. SINCE 1982, COMMERCIAL, AGRICULTURAL AND RESIDENTIAL CUSTOMERS HAVE RELIED ON QC SUPPLY TO PROVIDE QUALITY WORK APPAREL, VENTILATION FANS, HEATERS, LIGHTING, PEST CONTROL SOLUTIONS, LIVESTOCK AND HOG SUPPLIES, IRRIGATION EQUIPMENT AND MUCH MORE.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

QC SUPPLY CATALOG BUYERS ARE BUSINESS AND INDUSTRY DECISION MAKERS, DO-IT-YOURSELFERS, MAINTENANCE MANAGERS AND FARMERS. MANY OF THESE BUYERS ARE PET OWNERS OR LIVESTOCK OWNERS WHO REQUIRE VACCINES, FOODS, SUPPLEMENTS AND MORE. THEY ALSO HAVE AN ACTIVE INTEREST IN HUNTING AND FISHING. THESE CATALOG BUYERS PURCHASE FROM THE QC SUPPLY CATALOG FOR THEIR VARIED INDUSTRY OCCUPATIONS AND HOME, FARM, SHOP OR CONSTRUCTION USES.

THRU: FEBRUARY 2011  
NEXT: SEPTEMBER 2011

THESE BUYERS ARE RESPONSIVE MAIL ORDER BUYERS FOR HOME, GARDEN, BARN AND SHOP NEEDS SUCH AS HOME MAINTENANCE, KITCHEN SUPPLIES, SEEDS AND PLANTS, GARDENING TOOLS, SHOP EQUIPMENT, HAND TOOLS, DURABLE WORK CLOTHING AND BOOTS. THESE PROFESSIONAL DECISION MAKERS ALSO UTILIZE ADVANCED OFFICE EQUIPMENT AND TECHNOLOGY. THEY PURCHASE COMPUTERS, SOFTWARE, SATELLITE RECEIVERS, RADIOS, GPS NAVIGATION SYSTEMS AND SPECIALIZED PRODUCTION EQUIPMENT.

THE FOLLOWING PRODUCT SELECTIONS ARE AVAILABLE AT AN ADDITIONAL \$15/M:

HOG PRODUCTS = 19,417  
CATTLE PRODUCTS = 9,476  
DAIRY PRODUCTS = 8,642  
POULTRY 6,211

SOURCE: CATALOG BUYERS

SELECTIONS: STATE, SCF, ZIP CODE	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00/M
GENDER	\$6.00/M
PHONE NUMBER	\$30.00/M
INCOME, AGE	\$10.00/M
SIC CODE	\$10.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
EMAIL OR FTP	\$50.00

### 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)

\*\* USAGE \*\*

AMERICAN LIVESTOCK SUPPLY  
CABELA'S

FARM SHOW MAGAZINE  
NORTHERN TOOL

GURNEY'S SEED/NURSERY  
PENTON MEDIA

CONTACT LIST MANAGER: SCOTT ROBBINS - [scott@midwestdm.com](mailto:scott@midwestdm.com)

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