

ROSIE WELLS COLLECTIBLES

82,621	MAGAZINE MASTERFILE	\$85.00/M	UNIT OF SALE:
	NON-PROFIT RATE	\$70.00/M	\$30.00 AVERAGE
	CATALOG RATE	\$75.00/M	
	NCOA'D ANNUALLY		GENDER: MOSTLY FEMALE

DUE TO THEIR REPUTATION IN THE INDUSTRY AS THE NUMBER ONE AUTHORITY IN THE COLLECTIBLES MARKET, ROSIE WELLS CONTINUES TO PROVIDE INDUSTRY RELATED ARTICLES AND OFFERS MERCHANDISE VIA THE INTERNET. THIS FILE IS PRIMARILY WOMEN WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$62,000. THEY ARE VERY DEDICATED TO THEIR COLLECTIONS AND SPEND THEIR DISCRETIONARY INCOME LOCATING THAT PARTICULAR PIECE TO ENHANCE THE VALUE OF THEIR COLLECTIONS AND PURCHASE DISPLAY CASES AND SPECIALTY ITEMS TO CARE FOR THEIR PRICELESS POSSESSIONS.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: DECEMBER 11
NEXT: JULY 12

RECORDS MAY BE SELECTED BY FORMER SUBSCRIBERS TO EACH OF THE PREVIOUSLY PUBLISHED MAGAZINES. THIS FILE IS UPDATED WITH BUYERS FROM BOOKS AND COLLECTIBLE ITEMS SOLD BY ROSIE WELLS.

ROSIE WELLS ENTERPRISES PUBLISHED 3 MAGAZINES AS WELL AS SPECIALTY PRICE GUIDES AND NEWSLETTERS. PUBLICATIONS INCLUDED:

PRECIOUS COLLECTIBLES: THOUGH DEDICATED TO PRECIOUS MOMENTS COLLECTORS, THIS PUBLICATION PROVIDED ARTICLES AND RESOURCES FOR THOSE INTERESTED IN PORCELAIN FIGURINES, DOLLS, MINIATURES, AND NATIONAL AND LOCAL CLUB INFORMATION AND IDEAS ON HOW TO DISPLAY AND CARE FOR PRICELESS ITEMS.

ORNAMENT COLLECTOR: THIS PUBLICATION WAS THE SOURCE FOR COLLECTORS OF ORNAMENTS PRODUCED BY PRECIOUS MOMENTS, HALLMARK, DISNEY AND OTHER MANUFACTURERS. THESE FOLKS SPEND THOUSANDS OF DOLLARS LOCATING THE SPECIAL ORNAMENT TO COMPLETE THEIR PRICELESS COLLECTIONS.

COLLECTORS BULLETIN: THIS PUBLICATION PROVIDED ARTICLES FOR COLLECTORS IN SEVERAL MARKETS INCLUDING DOLLS, PORCELAIN FIGURINES, ORNAMENTS, MINIATURES, BEARS, ANTIQUE LUNCH BOXES, TINS AND SPECIAL LINES OF MEMORABILIA FROM HALLMARK, CHERISHED TEDDIES, PRECIOUS MOMENTS, BARBIE, DAVID WINTER, WALT DISNEY, TY BEANIE BABIES AND OTHERS.

BEANIE BABIES: ROSIE WELLS WAS THE NUMBER ONE AUTHORITY ON TY BEANIE BABIES. THEY PRODUCED ANNUAL PRICE GUIDES AND INFORMATION ON THOSE ITEMS GOING INTO RETIREMENT, WHERE TO LOCATE THE MOST SOUGHT AFTER ITEMS, AND NEW ITEMS BEING PRODUCED.

(CONTINUED ON NEXT PAGE)

Midwest Direct Marketing, Inc.

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ROSIE WELLS COLLECTIBLES (CONT'D)

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 MAIL AND INTERNET

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

MCPHERSON-MULTI STATION

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