

SKI ELITE

312,838	12 MONTH SKIERS	\$95.00/M
166,038	6 MONTH SKIERS	\$100.00/M

EMAIL ADDRESSES - INQUIRE

THESE AFFLUENT AND HIGHLY EDUCATED SKIERS SPEND THOUSANDS OF DOLLARS ON SKIING AND RELATED OUTDOOR ACTIVITIES. WITH AN AVERAGE PROPERTY VALUE OF \$750,000 AND THE MEDIAN AGE RANGE 35 - 55, THEY ENJOY THE BEST THE SNOW COUNTRY HAS TO OFFER. THEY SPEND THEIR ENORMOUS INCOME ON FABULOUS INTERIOR DECORATING FOR THEIR HOMES (MANY ARE MULTIPLE HOME OWNERS) AND ON EXOTIC VACATIONS AND TRAVEL TO SKI RESORTS ALL OVER THE WORLD - BOTH FOR PARTICIPATION AND AS SPECTATORS TO NATIONAL COMPETITION EVENTS. MANY OF THESE UPSCALE SKIERS OWN PRIVATE PLANES.

GENDER: SELECTABLE

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

DUE TO THE PHYSICAL REQUIREMENTS OF THEIR SPORTS AND THEIR OUTDOOR SPIRIT, THESE PEOPLE ARE VERY INTERESTED IN VITAMINS AND NATURAL HEALTH & FITNESS PROGRAMS AND KEEPING PHYSICALLY FIT BY RUNNING, JOGGING, WALKING, HIKING, AND BIKING. MOST HAVE THEIR OWN GYM'S AND WEIGHT TRAINING EQUIPMENT IN THEIR HOMES.

THRU: FEBRUARY 2012

NEXT: AUGUST 2012

FOR MANY, "PRICE IS NO OBJECT" AND THEIR HIGH INCOMES PROVIDE THE MEANS TO PURCHASE THE BEST IN NAME BRAND CLOTHING, ORIGINAL ART, VEHICLES, FITNESS EQUIPMENT, AND SPORTING GOODS SUPPLIES FOR SNOW SKIING, SNOWMOBILING, CROSS-COUNTRY AND DOWNHILL SKIING AND RELATED OUTDOOR SPORTS SUCH AS HIKING, CAMPING, HUNTING AND FISHING.

SELECTABLE RESORTS INCLUDE:

ASPEN, SNOWMASS, BASALT, VAIL, BEAVER CREEK, ARROWHEAD, AVON, EAGLE, EDWARDS, GLENWOOD SPRINGS, RIFLE, SILT, PARACHUTE, CRESTED BUTTE, STEAMBOAT SPRINGS, BRECKENRIDGE, KEYSTONE, COPPER MOUNTAIN, LOVELAND, SILVERTHORNE, POWDERHORN, IN COLORADO. JACKSON HOLE IN WYOMING. SANTA FE IN NEW MEXICO. SNOWBIRD, SOLITUDE, BRIGHTON, POWDER MOUNTAIN, SNOWBASIN, NORDIC VALLEY IN UTAH.

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

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.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

(CONTINUED ON NEXT PAGE)

Midwest Direct Marketing, Inc.

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SKI ELITE

(CONT'D)

SOURCE: RESORT OWNERS/REGISTRATIONS/SKIERS

SELECTIONS: STATE, SCF, ZIP, COUNTY	\$6.00/M
GENDER	\$6.00/M
PRODUCT BUYERS	\$15.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
PHONES	\$30.00/M
RESORT/PROPERTY OWNER	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AFFINITY GROUP	HEWLETT PACKARD	TETON SPRINGS
AM HEART ASSN.	HSB MKTG/DPS DEVELOPMENT	TIME 4 MEDIA
CHATEAUX	MOUNTAIN CHALET	TRAVEL GUARD
COMMUNIQUE	PLAYGROUND DESTINATION	TREASURE CHEST
DEER VALLEY RESORTS	QUINTESS	TWIN SADDLES LODGE
DESTINATION CLUB	RESIDENCE CLUB	US SKI TEAM

CONTACT LIST MANAGER EMAIL: dorothy@midwestdm.com