

**SOFTWARE ADDITIONS DIRECT MAIL BUYERS**

216,543	12 MONTH SOFTWARE BUYERS	\$85.00/M	UNIT OF SALE:
146,995	6 MONTH SOFTWARE BUYERS	\$95.00/M	\$260.00 AVERAGE
	EMAIL ADDRESSES	INQUIRE	

GENDER: 70% MALE  
CAN SELECT

SOFTWARE ADDITIONS DIRECT MAIL BUYERS HAVE PURCHASED THE LATEST IN COMPUTER SOFTWARE FOR OFFICE AND HOME. PRIMARILY PC USERS, THESE BUYERS HAVE PURCHASED VARIOUS PROGRAMS TO HELP THEM MANAGE BUSINESS, HOME, FINANCIAL, INVESTMENT OR SYSTEMS MANAGEMENT FUNCTIONS.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THESE BUYERS ARE COMPUTER LITERATE, HIGHLY PROFESSIONAL INDIVIDUALS WHO ROUTINELY INSTALL AND UPGRADE THEIR OWN COMPUTERS AND SOFTWARE. BUYERS HAVE COMPLETED A REGISTRATION, WARRANTY OR PRODUCT QUESTIONNAIRE REGARDING THE RECENT PURCHASE OF THEIR SOFTWARE PRODUCTS.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: FEBRUARY 12  
NEXT: AUGUST 12

THE AVERAGE BUYERS' AGE IS 38 WITH AN AVERAGE HOUSEHOLD INCOME OF \$57k. 63% OWN THEIR HOMES AND 54% ARE MARRIED WITH CHILDREN.

COMPUTER SAVVY AND FINANCIALLY STABLE, THEY PURCHASE PRODUCTS SUCH AS; MEMORY CHIPS, MODEMS, MONITORS, OPERATING SYSTEMS, DATABASE MANAGERS, GRAPHICS PROGRAMS, ANALYTICAL SOFTWARE, WIRELESS SOLUTIONS, AND HARDWARE ITEMS TO SUIT THEIR GROWING NEEDS.

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](http://www.telemarketing.donotcall.gov)

SOURCE: 100% DIRECT MAIL PURCHASES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
HOME ADDRESS	\$6.00/M
BUSINESS ADDRESS	\$6.00/M
GENDER	\$6.00/M
TELEPHONE NUMBER	\$30.00/M
CREDIT CARD	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

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