



SPIRITWEAR CATALOG BUYERS

57,208 CATALOG BUYERS

\$95.00/M UNIT OF SALE:
\$25.00 AVERAGE

THE SPIRITWEAR CATALOGS PROVIDE THE BEST IN QUALITY AND FASHION APPAREL FOR HIGH SCHOOL AND COLLEGE ATHLETES AND EXTRA CURRICULAR CLUB MEMBERS. THESE STUDENTS ARE VERY ACTIVE IN THEIR SCHOOLS AND SHOW THEIR SUPPORT AND DEDICATION TO THEIR ACTIVITIES THROUGH THE PURCHASE OF APPAREL AND ACCESSORIES. THESE ACTIVE ATHLETES PARTICPATE IN SPORTS AND ACTIVITY CLUBS SUCH AS CHEERLEADING, VOLLEYBALL, GYMNASTICS, SOCCER, BASKETBALL AND FOREIGN LANGUAGE.

GENDER: 80% FEMALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: JULY 11
NEXT: JULY 12

THESE TEENAGERS & YOUNG ADULTS ARE COMPUTER LITERATE AND WELL EDUCATED. PARENTS AVERAGE AGE IS 40 AND THE AVERAGE INCOME IS \$75,000. THEY ARE ACTIVE CONSUMERS, SPENDING THEIR DISCRETIONARY INCOME ON NAME BRAND ATHLETIC GEAR, FASHION, COSMETICS, TRENDY TOYS, KEEPSAKES, COLLECTABLES, PERSONAL COMPUTERS, CELL PHONES, VIDEO GAMES, FOOTWEAR, ELECTRONIC DEVICES, SUNGLASSES, JEWELRY, HAIR CARE, PERFUME, BEDROOM DECOR, BOOKS, MAGAZINES AND EVENT TICKETS.

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.

SOURCE: INTERNET AND CATALOG BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

ACTIVE MOB'S GIRLS
ALLOY
BASS ENTERPRISES

CONDE NAST PUBS
DELIA'S
MADAVOR MEDIA

SPORTZ KATZ
VICTORIA'S SECRET

CONTACT LIST MANAGER EMAIL: dorothy@midwestdm.com