

TV PROGRAM MAGAZINE BUYERS

152,993 12 MONTH SUBSCRIBERS \$70.00/M UNIT OF SALE:
 EMAIL ADDRESSES INQUIRE \$20.00 AVERAGE

THESE AVID TV WATCHERS MAKE THEIR FAVORITE PROGRAMS A PRIORITY IN THEIR LIFE. WITH AN AVERAGE AGE OF 55 AND AN AVERAGE INCOME OF \$55,000 THEIR SUBSCRIPTION ENABLES THEM TO KEEP UP WITH TELEVISION PROGRAMMING, VIEWING TIMES AND SPECIAL BROADCAST EVENTS.

GENDER: 50/50
 CAN SELECT
 ADDRESSING:
 SEE SELECTIONS

THEY SUBSCRIBE TO ENTERTAINMENT PUBLICATIONS TO FIND INFORMATION ON THEIR FAVORITE SOAP OPERA, SITCOM, OR DRAMA PROGRAM AND INTERVIEWS WITH THEIR FAVORITE ACTOR OR ACTRESS.

KEYING: 2.00/M
 MINIMUM ORDER:
 5,000

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

SAMPLE REQUIRED

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 CANCELLATION FEE.

THRU: FEBRUARY 12
 NEXT: AUGUST 12

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

SOURCE: 100% OUTBOUND TELEMARKETING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$10.00/M
PHONE NUMBERS	\$30.00/M
PRODUCT BUYERS	\$20.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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