

TRAVEL GUIDEBOOK BUYERS

102,158	12 MONTH BUYERS/INQUIRERS		\$80.00/M	UNIT OF SALE:
74,337	MAIL ORDER BUYER	ADD	\$10.00/M	\$8.00 AVERAGE
11,466	DOMESTIC BUSINESS TRAVEL	ADD	\$10.00/M	
43,022	DOMESTIC PERSONAL TRAVEL	ADD	\$10.00/M	GENDER: 55% FEMALE
14,347	FAMILY VACATION	ADD	\$10.00/M	CAN SELECT
18,341	INTERNATIONAL TRAVEL	ADD	\$10.00/M	
9,591	TIMESHARE	ADD	\$10.00/M	ADDRESSING:
16,008	CASINO VACATION	ADD	\$10.00/M	SEE SELECTIONS
31,568	CRUISE VACATION	ADD	\$10.00/M	

KEYING: \$2.00/M

THESE NON-STOP TRAVEL ENTHUSIASTS BUY TRAVEL AND EVERYTHING RELATED TO TRAVEL. THEY SPEND ON BOOKS ABOUT TRAVEL, TRAVEL GUIDEBOOKS, LUGGAGE, INSURANCE, LEISURE AND RESORT WEAR AND JUST LOVE OFFERS FROM RESORTS, HOTELS AND FINE DINING AND EVEN 'CHEAP EATS'!

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: MARCH 11

NEXT: OCTOBER 11

THESE BUYERS/INQUIRERS ARE BONAFIDE TRAVELERS AND ARMCHAIR TRAVELERS AND THEIR EARS PERK UP AT THE SOUND OF ANYTHING HAVING TO DO WITH TRAVEL.

THEY ARE INTERESTED IN THE ENTIRE WORLD - THE U.S., EUROPE, ALL OF ASIA AND THE PERENNIALY FAMOUS RESORT SITES LIKE BALI, THAILAND, PARIS, LONDON, ROME AND MORE.

THEY ARE INTERESTED IN LOCAL CULTURE, 5-STAR HOTELS, FINE DINING AND MUCH MORE. THEY HAVE AN AVERAGE AGE OF 35 AND AN AVERAGE INCOME OF \$60,000.

THESE AVID TRAVELERS SEEK LOCAL AS WELL AS UNIQUE AND EXOTIC TRAVEL DESTINATIONS AND ARE OFTEN LOOKING FOR ADVENTURE ON THEIR TRIPS. MOST ARE WORLD CLASS DOMESTIC AND INTERNATIONAL TRAVELERS AND ROUTINELY PURCHASE RESORT PACKAGES, EXPENSIVE, DURABLE LUGGAGE; TRAVEL CLOTHING AND RECREATIONAL GEAR FOR THEIR ADVENTURES EXPLORING ANCIENT RUINS, DEEP SEA DIVING, HIKING, MOUNTAIN CLIMBING OR SIMPLY EXPLORING THE CITIES, TOWNS AND VILLAGES OF EXOTIC ISLANDS AND FOREIGN LANDS.

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 BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE, INCOME, LOR	\$10.00/M
CHILDREN	\$10.00/M
LIFESTYLE INTERESTS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

Midwest Direct Marketing, Inc.

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** USAGE **

NATL GEOGRAPHIC SOC.
TRAVEL GUARD

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