

**TRAVEL TOOLS CATALOG BUYERS**

12,582 12 MONTH CATALOG BUYERS \$105.00/M
 FUNDRAISER & PUBLISHER RATE \$75.00/M

UNIT OF SALE:
 \$135.00 AVERAGE

GENDER: 40% MALE
 CAN SELECT

THE TRAVEL TOOLS CATALOG OFFERS A WIDE RANGE OF PRODUCTS FOR BUSINESS AND PLEASURE TRAVELERS ALIKE. THESE UPSCALE TRAVELERS, WITH AN AVERAGE AGE RANGE 35-55 AND AN AVERAGE INCOME OF \$65,000, PURCHASE THE BEST IN QUALITY ITEMS TO BRING THE COMFORTS OF THEIR HOME OR OFFICE WITH THEM WHETHER TRAVELING BY AIR, AUTO OR SEA.

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

THEY PURCHASE ELECTRONIC DEVICES WITH THE NEWEST TECHNOLOGY, BRAND NAME LUGGAGE, BRIEFCASES, ATTACHE' CASES AND WALLETS AS WELL AS WATCHES, JEWELRY AND EASY-CARE TRAVEL APPAREL.

SAMPLE REQUIRED

THRU: DECEMBER 11
 NEXT: JULY 12

WITH THEIR TRAVELING LIFESTYLE, MANY PURCHASE ITEMS AND ACCESSORIES FOR THEIR AUTOMOBILES AND MOBILE OFFICES. THEY ALSO HAVE INTERESTS AND NEEDS FOR GOLF ACCESSORIES, FINANCIAL AND INSURANCE PRODUCTS, FINE ARTS, GOURMET FOOD AND FINE WINES.

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: CATALOG BUYERS/INTERNET BUYERS

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

** USAGE **

CONDE NAST PUBS
 HAMMACHER SCHLEMMER

HERRINGTON
 TRAVELSMITH

WINTERSILKS

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