



- A] QUANTITY
- B] DESCRIPTION
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FILE: CRAFTY CONSUMERS

COUNTS THROUGH: 6.15.2007

A] QUANTITY

QUANTITY	INFO	BASE RATE
3,665,638	Total Universe	\$85/M
3,665,638	Last 12 Months	\$85/M
306,201	Monthly Hotline	Additional \$20/M
923,565	Quarterly Hotline	Additional \$10/M
	Fundraising Rate	\$70/M
	Publishers Rate	\$70/M

B] DESCRIPTION

The Crafty Consumers file from the # 1.0 data set is a collection of responders who report via online survey that they enjoy doing creative projects and making things with their own two hands. EVERY SINGLE responder in this file self reports that they are CATALOG BUYERS.

These surveyed responders spend on materials for their holiday crafting and home decorating year round. They buy anywhere from three to six months in advance so they have materials to make gifts, sew clothing, arrange table and accent flowers, make jewelry, create Christmas gifts and ornaments and more. They are always looking for quality products at great prices to make their crafting process easier and more efficient. Crafty Consumers are in the know on the latest gadgets and materials and would love to hear about your updated product line and newest gadget FIRST. Send them your product catalog today.

SAMPLE SELECTIONS *Buying and Interests*

» Mail Order Buyers	3,345,763
» Credit Card Holders	2,920,004
» Catalog Buyers	All Available
» Home Decorating	1,818,251
» Gardening	1,234,423
» Cooking	99,796
» Photography	1,375,210

SAMPLE SELECTIONS *DEMOGRAPHICS*

» Have Grandchildren	190,523
» Have Children	1,287,795
» Own a Pet	2,215,800
» Dieting & Weight Control	895,674
» Crafters ONLINE	2,148,300
» Occupation: Craftsman	239,998
» Home Workshop	2,383,920



FILE:
CRAFTY CONSUMERS

I . O THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	BASE RATE
3 Month Hotline	\$10/M
Child's Age Range	\$10/M
Age Range	\$10/M
Credit Card	\$10/M
Donors	\$10/M
Education Level	\$10/M
Ethnicity	\$10/M
Gender/Sex	\$5/M
Home Owner	\$10/M
Income Range	\$10/M
Lifestyle Interests	\$10/M
Mail Order Buyers	\$10/M
Monthly Hotline	\$20/M
Presence of Children	\$10/M
SCF	\$7/M
State	\$5/M
Zip	\$10/M

D] ADDRESSING

DESCRIPTION	BASE RATE
Key Coding	\$3.5/M
CD ROM	\$75/F
E-mail	\$75/F
FTP	\$75/F

E] ORDERING INSTRUCTIONS

DESCRIPTION	INFO
10,000 Name Minimum	
85% Net Name available on orders 50,000 or more	\$8/M <i>Run Charge</i>
Re-use pricing available	\$70/M <i>+Select</i>
Telemarketing is not available	

E] CONTACT

EMAIL: DATASALES@MEDIAHEIGHTS.COM

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