

# At Home And In The Garden

## Green Thumb and Home Decoration MOB

Reach gardening and home-decorating buyers who prioritize such purchases. These habitual gardening and home-decorating lovers are seasonally active and responsive to indoor/ outdoor gardening, horticulture planting, home gifts and decoration offers.

This unique list focuses on the individuals and what they bought rather than whom they bought from. At Home and in the Garden is an enhanced collection of Home/Garden buyers from multiple catalog sources. We have created this Multi-Sourced list in order to offer brokers and mailers the following advantages:

1. The list is made up of monthly buyers and multibuyers with a \$ amount select.
2. It has considerable quantities across all categories.
3. Participating sources are deduped one from another.

Our list is gathered and overlaid by one of the larger consumer database owners. The unlimited possibilities of demographic and psychographic enhancements allow you to select buyers within your mailer's category and customize it to fit their target market.

Multiple selects allows your mailer to apply a statistical model and reach a market of like names to their existing customers.

|         |             |      |      |
|---------|-------------|------|------|
| 59,874  | April       | 2010 | \$95 |
| 163,112 | 1st Quarter | 2010 | \$95 |
|         |             |      | \$95 |

**Date:** May 2010

**Source:** Mail Order Buyers

**Gender:** 61% Female

### Format (Flat):

E-mail: \$50.00  
CD/MAG Tape: \$25.00

### Net Arrangement:

Net: 85 %  
Quantity: 50,000  
Run Charge: \$8.00

### Selections (/M):

| <u>Select</u>        | <u>Price</u> |
|----------------------|--------------|
| Online Buyers        | \$10.00      |
| Gender               | \$5.00       |
| State/Zip/Select     | \$5.00       |
| Credit Card By Type  | \$10.00      |
| Age                  | \$10.00      |
| Home Owner           | \$10.00      |
| Income               | \$10.00      |
| Multi Buyers         | \$10.00      |
| Lifestyle            | \$10.00      |
| Donors (By Cause)    | \$10.00      |
| Travel               | \$10.00      |
| Magazine Subscriptio | \$10.00      |
| Home Base Busine     | \$10.00      |
| Opportunity Seekers  | \$10.00      |

#### *Terms and Conditions:*

*Stated prices are for one time use only. Multiple and unlimited use agreements are available. Net name arrangements are available on large orders for many lists. Commissions are paid to recognized brokers and advertising agencies. Payment in full is required within 30 days of invoice. Cancellations must be in writing and are subject to running charges and/or a cancellation fee. Orders cancelled after the mail date on purchase order will be charged full price.*

*We believe the information concerning this list to be accurate but do not guarantee its accuracy or the outcome of the mailing. We are not liable for any damages or loss sustained through use of this list, or for any special or consequential damages, and in no event shall our liability exceed the price of the list.*



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