

SEGMENTS

| | | |
|---------|-------------------------------|-------------|
| 758,764 | Total Universe /Universe Rate | \$95.00/M |
| 60,334 | 1 Month Hotline | + \$15.00/M |
| 182,916 | 3 Month Hotline | + \$10.00/M |

DESCRIPTION

The Current Magazine Subscribers mailing list from Midway Direct Marketing allows marketers to target magazine subscribers. These individuals are devoted readers who enjoy receiving periodicals the traditional way, through the mail. These people have chosen to receive numerous magazine publications on a monthly basis ranging from different topics including current events, political, fitness, recreational and sports. Magazine subscribers are likely to be receptive to sweepstakes offers, travel packages, continuity memberships, catalogs and many others. All records are frequently updated with NCOA processing, each record has been verified, scrubbed and cleaned.

DATE

| | |
|-----------|------------|
| UPDATED | 09/05/2018 |
| CONFIRMED | 09/06/2018 |

GENDER

0% MALE 0% FEMALE

SOURCE

Direct response, Buyers

ADDITIONAL CHARGES

| | |
|-------------------|------------|
| Age | \$8.00/M |
| Date of Birth | \$10.00/M |
| Presence of Child | \$10.00/M |
| Income Select | \$10.00/M |
| Home Owner | \$10.00/M |
| Gender | \$8.00/M |
| Monthly Hotline | \$15.00/M |
| Phone Number | \$175.00/M |

ADDRESSING

| | |
|-------|-----------|
| EMAIL | \$25.00/F |
| FTP | \$25.00/F |

MINIMUM ORDER

5,000
\$250.00 MINIMUM PAYMENT

CANCELLATION

| | |
|------------------|------------|
| Cancellation Fee | \$250.00/F |
|------------------|------------|

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

OWNER/MANAGER

---MANAGER'S EMAIL ADDRESS---
Ron Davidson 224-241-2022
rdavidson@midwaydirectmarketing.com

Midway Direct Marketing
815 N. Delphia
Park Ridge IL 60068
MANAGER
Phone: (224) 241-2022
Fax:

NET NAME ARRANGEMENTS

Net Name is allowedRun Charges \$8.00/M