

Midwest Home Magazine

DATACARD DESCRIPTION

PUBLISHED BY GREENSPRING MEDIA, MIDWEST HOME IS THE TWIN CITIES' PREMIER SHELTER MAGAZINE. AS THE REGION'S ONLY SUBSCRIBER-DRIVEN SHELTER MAGAZINE, MIDWEST HOME OFFERS A UNIQUE BLEND OF PRACTICAL AND INSPIRATIONAL EDITORIAL THAT RESONATES WITH ITS SOPHISTICATED, AFFLUENT AND DESIGN-CONSCIOUS READERSHIP. MINNESOTA RESIDENTS ARE DRAWN TO THIS PUBLICATION AS A RESOURCE FOR FINE ARCHITECTURE, STYLISH INTERIOR DESIGNS AND DRAMATIC REMODELS. AS A MARKETER, YOU ARE REACHING THE ELUSIVE UPPER CLASS OF MINNESOTA WITH INCOMES THAT ARE ALMOST 4X HIGHER THAN THE MINNESOTA AVERAGE! THIS LIST IS 100% ACTIVE SUBSCRIBERS AND 98% AT HOME ADDRESS. BECAUSE OF THEIR INCREDIBLY HIGH INCOME, NET WORTH AND EDUCATION, MIDWEST HOME IS A PERFECT RESOURCE FOR ALL FINANCIAL, INSURANCE, JEWELRY, CATALOG, HOME AND GARDEN, TRAVEL, INVESTMENT, REAL ESTATE AND ALL OTHER HIGH-END OR REGIONAL OFFERS.

94% ATTENDED COLLEGE; 21% HAVE POSTGRADUATE DEGREES; 47% ARE PROFESSIONAL/MANAGERIAL; 25% ARE MILLIONAIRE; 94% ARE OWN A HOME; 26% OWN A WEEKEND/VACATION HOME; \$1,195,000 AVERAGE NET WORTH; \$560,000 AVERAGE HOME VALUE; \$542,000 AVERAGE VACATION HOME VALUE; \$187,800.00 AVERAGE HOUSEHOLD INCOME

21% male, 79% female.
Average unit of sale \$15.

SELECTIONS WITH COUNTS

Minimum order 5,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
Selections	Counts	Price per/M
Universe	22,416	*\$110.00
Active subscribers	22,416	\$110.00
(*) Catalog/fundraising rate, 95.00/M.		

OTHER SELECTIONS

Selections	Rate	Per
SCF	\$10.00	M
State	\$10.00	M
Zip	\$10.00	M
Key Coding	\$3.00	M
Home Address		
Nth Name		
Direct To Publisher (DTP)	\$10.00	M
Paid	\$10.00	M

LIST SOURCE

	Note
76% Direct Mail	Sold
Controlled Circ	Publications

METHOD OF ADDRESSING

Available Media	Rate	Per
CD-ROM	\$50.00	
E-mail	\$50.00	

UPDATE SCHEDULE

Daily

COMMISSION, CREDIT POLICY

20% commission to brokers. 15% commission to agencies.

RESTRICTIONS

Net name is not allowed. Reuse is not allowed. Telemarketing is not allowed.

LIST MANAGER/OWNER

Datamatrix Lists List Manager

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