

Midwest Home Magazine

MID: 920283-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 5,000.

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	Unit	Note
SCF	\$10.00	M	extra	
State	\$10.00	M	extra	
Zip	\$10.00	M	extra	
Key Coding	\$3.00	M	extra	
Home Address				
Nth Name				
Direct To Publisher (DTP)	\$10.00	M	extra	
Paid	\$10.00	M	extra	

----- PERSONNEL -----

List Owner

Datamatrix Lists
3530 Route 27, 2nd Floor
Kendall Park, NJ 08824
Phone: 732-940-1500
Fax: 732-940-1501
E-mail: sales@datamatrixlists.com

Contact Title Phone Fax E-mail

List Manager	732-	732-	sales@datamatrixlists.com
	940-	940-	
	1500	1501	

----- SUMMARY DESCRIPTION -----

Active subscribers to Midwest Home, the Twin Cities premier shelter magazine.
21% male, 79% female.
Average unit of sale \$15.

----- 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

SRDS Classification

USA Consumer 564 Magazines (General)

----- LIST SOURCE -----

Source	Note
76% Direct Mail	Sold
Controlled Circ	Publications

----- COMMISSION, CREDIT POLICY -----

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

----- METHOD OF ADDRESSING -----

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

----- RESTRICTIONS -----

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

----- UPDATE SCHEDULE -----

Updated daily.