

## Backyard Decorating Product Buyers

476,200 Last 12 Month Buyers  
89,400 with E-mail Addresses

**Description:** These buyers are interested in enhancing the outside appearance of their home. They have purchased ornamental lawn decorations, planters, and backyard accessories, as well as mats, window awnings and flags via the Internet, specialty catalogs and mail. Reach them through direct mail, e-mail marketing, and/or telemarketing. Monthly hotline available.



**Selections include:** Age, Gender, Income, Ethnicity, Lifestyle Interest, Recency, Frequency, Dollar Amount, and E-mail Address

**Ideal prospects for:** Catalogs, Home Improvements, Magazine Subscriptions, Lawn Care Maintenance, Gardening Products and Supplies, and Landscaping Services

**BASE (includes all selects) \$80/M**

### MATERIAL CHARGES

E-mail \$50/F

### ADDITIONAL SELECTION CHARGES

SCF	\$5/M
State	\$5/M
Zip Code	\$5/M
Run Charges	\$8/M
E-mail Address	\$85/M
Deployment	\$10/M

Minimum Postal Order: 5,000

Minimum E-mail Order: 20,000

Net Name Policy: Please Inquire

Rental Price is for one time usage

Update Schedule: April 2010

**For all inquiries, counts and orders please contact:**  
Marketing Department  
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