

Gardening Flowers, Seed & Bulb Buyers

376,300 Last 12 Month Buyers
90,600 with E-Mail Addresses

Description: This select group of buyers has an interest in flowers and gardening. Reach these outdoor enthusiasts who have purchased nursery stock, flowers, seeds and bulbs via the Internet, specialty catalogs and/or direct mail. Whether as just a hobby, or way of life, these buyers are busy beautifying their home and garden. Target them through direct mail, e-mail marketing, and/or telemarketing. Monthly hotline available.



Selections include: Age, Gender, Income, Recency, Frequency, Dollar Amount, Life Style Interest, and E-mail Address

Ideal prospects for: Book and Magazine Offers, Specialty Catalogs, Lawn and Garden Supplies, Home Improvement Offers, Lawn Care and Maintenance, Landscaping Services, Backyard Furniture/Décor Products, and Outdoor Seasonal Help

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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