

Landscape and Garden Enthusiasts

356,100 Last 12 Month Buyers
148,000 with E-mail Addresses

Description: Target known landscaping and gardening product buyers who have purchased through the Internet, catalogs, and/or direct mail. Landscape enthusiasts love not only maintaining an immaculate lawn or garden, but are also always looking for new ways to improve the exterior of their property. These homeowners take pride in the appearance of their homes and gardens, and enjoy purchasing all of the most up to date landscaping and gardening tools and equipment. From front yard to backyard, these buyers take pride in looking the best on the block! These do-it-yourselfers love making sure their homes and gardens always look beautiful, and with summer around the corner now is the perfect time to catch up with these landscape and garden product buyers. Reach these buyers through direct mail, e-mail marketing, and/or telephone. Monthly hotline available.



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

Ideal prospects for: Home and Garden Magazines, Specialty Catalogs, Retail Offers, Home Improvement Stores, and Lawn 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: May 2010

For all inquiries, counts and orders please contact:

Marketing Department
solutions@datalinedata.com