

## Scrapbook Supplies & Accessory Buyers 278,600 Last 12 Month Buyers 77,800 with E-mail Addresses

**Description:** These buyers have purchased scrapbook supplies and accessories via the Internet, leading catalogs, and/or direct mail. Purchases include photo albums, scissors, decorative pages, specialty paper, pens, glue, and stickers. They scrapbook as a hobby and enjoy creating special memories for themselves, family and friends. Over 90% of these buyers are women. Reach them through direct mail, e-mail marketing, and/or telephone contact. Monthly hotline available.



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

**Ideal prospects for:** Arts and Craft Interests, Magazine Subscriptions, Club and Recreation Opportunities, Retail Store Promotions, Photography and Camera Offers, Gifts, Specialty Catalogs, and Holiday Items

**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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