

American Sewing Guild

24,141 National Members

\$100/M

The American Sewing Guild is an organization for people who think sewing is a creative and rewarding activity. People who feel that sharing the benefits and joys of sewing is almost as much fun as sewing itself. The Guild provides up-to-date sewing information and a friendly support system for sewers at all levels of experience.

Guild members receive the American Sewing Guild's national publication *Notions* ... filled with an inspiring variety of projects and tips, the latest sewing industry news, new products and introductions to sewing experts.

These members are excellent prospects for educational materials on Sewing, Quilting, Women's Apparel, Doll Making, Decorating, & Home Furnishings as they relate to the needle arts.

Usage:

Albion Supply
ASG Primedia Enthusiasts
Bookspan
Country Sampler
Crafts 'n Things
Creative Machine Newsletter
F&W Publications
Fashion Fabrics Club
House of White Birches
Jones Publishing
MacPherson Meistergram
Miller Freeman
Nancy's Notions Ltd
Needlecraft Shop of MA
Oxmoor House
M Pullen Sew Beautiful Magazine

Phoenix Textiles
Primedia Sew News
Rodale Press
Successful Sewing Book Club
Taunton Press - Threads
Time/Warner
To Sew, Inc
Uncommon Thread
Vogue Magazine
NW Synergistic Software
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CANCELLATION FEES: \$75.00 Flat Fee w / \$ 7.00/M Run Charges
August 2004



UPDATED

6/04

SELECTIONS

SCF	\$7.50/M
State	\$7.50/M
Zip Code	\$7.50/M
Key Code	\$3.00/M
Gender	\$7.50/M

ADDRESS TYPE

90% Home Address

GENDER

90% Female

MEDIA

100% Direct Response

UNIT OF SALE

\$ 35.00 Membership Fee

MATERIALS

Cheshire Labels	N/C
PS Labels	\$6.00/M
Cartridge	\$30/F
Diskette	\$75/F
E-Mail	\$75/F
Run Charges	\$7.00/M

MINIMUM ORDER

5000 Names



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