

# Creative Machine Newsletter & Book Buyers

41,916 Newsletter Subscribers & Book Buyers \$85/M

This highly responsive female consumer file is comprised of 75% sewing and needle art book buyers and 25% paid subscribers to the Creative Machine Newsletter. The newsletter is a quarterly publication which covers all aspects of sewing and needlework.

The majority of buyers on this file fall between the ages of 45-75, most sew 5-10 hours a week, 71% own a serger, over 50% have a computer and many own more than one sewing machine.

These buyers are great prospects for the following offers: sewing, needlework, craft, women's apparel, jewelry, home opportunity, women's publications, book and home decor.



**DATE**  
Thru : 05/01

## 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**  
100% Home Address

**MEDIA**  
100% Direct Response

**UNIT OF SALE**  
\$20.00 Average Sale

**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**  
5,000 Records

**PAYMENT TERMS:** Payment for all first time mailers is due with the order. All other payments are due 30 days after the initial mail date. No additional orders will be processed if a mailer owes an invoice more than 45 days from the mail date.

**NOTE:** List owners reserve the right to rent mailers names on a reciprocal basis. ListMart, Inc. believes the information on these lists to be accurate, but cannot guarantee their accuracy or the outcome of any mailings.

**CANCELLATION FEES:** \$50.00 Flat Fee w / \$ 7.00/M Run Charges

**NET NAME:** 85% +\$7/M - 50,000

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