

CAMPING IN THE USA

CAMP

MAY 2008

4,000 4/08 BUYERS \$95/M
18,000 2008 BUYERS \$95/M
80,000 2007 BUYERS \$95/M
92,000 2006 BUYERS \$95/M

MATERIAL :
E-MAIL \$50/F

SUMMARY: THESE OUTDOOR LOVERS HAVE PURCHASED RECHARGEABLE LANTERNS AND FLASHLIGHTS FROM VARIOUS RETAIL OUTLETS ACROSS THE COUNTRY. THEY HAVE SPENT BETWEEN \$19.00-\$59.00 AND HAVE RETURNED WARRANTY CARDS, REGISTERING THEIR NEW PRODUCTS.

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M
SPLIT \$7/M

DEMOGRAPHICS: 70% MALE
30% FEMALE
AGE 25-50
AVG INCOME \$40M

AVG UNIT/SALE: \$19.95-\$59.00

SOURCE: DIRECT RESPONSE

RECIPROCAL SELECT
PRICING APPLIES

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

SAMPLE REQUIRED
MINIMUM: 5,000