

**NAPASTYLE**

**NapaStyle**

**Selections:**

Gender:	\$7.00/M
State, SCF, Zip	\$7.00/M
Dollar selects:	
\$50+	\$27.00/M
\$75+	\$32.00/M
\$100+	\$37.00/M
\$150+	\$42.00/M
\$200+	\$47.00/M
Product selects	\$11.00/M
Email fee	\$75.00/F

Cancellation fee	\$100.00/F
Running Charges	\$10.00/M

**Minimum Order:**

5,000

**Unit of Sale:**

\$150.00

**Source:**

100% Catalog

**Gender:**

62% Female  
selectable

**Segments:**

6,358	30 Day Hotline	\$142.00/M
12,539	60 Day Hotline	\$137.00/M
18,774	3 Month Buyers	\$132.00/M
57,647	6 Month Buyers	\$127.00/M
84,688	12 Month Buyers	\$122.00/M
142,258	24 Month Buyers	\$117.00/M
	Fundraisers/Publishers	\$75.00/M
	Apparel Mailers	\$75.00/M

**Names thru: 4/30/12 Next update: 6/10/12**

**List Description:**

Look no further for buyers of unique collections of hand-crafted home goods and artisanal speciality foods that celebrate a casual entertaining style. NapaStyle offers discerning, educated buyers who expect the finer things in life. These upscale customers enjoy comfortable furnishings, fine wine, and gourmet food. Product selects include: Indoor Decorative, Indoor & Outdoor Housewares, Food & Accessories, Garden and Seasonal Gifts.

Napastyle is a member of the 4cite Alliance.

**List Usage:**

At West End	Heifer Int'l	Sundance
Ballard Designs	Home Dec. Coll.	Sur La Table
Boston Proper	J Jill	Wisteria
Cuddledown	Make A Wish	
Eddie Bauer	Plow & Hearth	
Garnet Hill	Restoration Hardware	
Grandinroad	Special Olympics	

**Sample Mailing Piece Required**



**catalyst direct marketing**

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