



Presents

Picket Fence®

Selections:

Recency:

| | |
|----------|-----------|
| 1 Month | \$32.00/M |
| 3 Month | \$22.00/M |
| 6 Month | \$17.00/M |
| 12 Month | \$12.00/M |

Dollar Selects: (cumulative)

| | |
|---------|-----------|
| \$25+: | \$17.00/M |
| \$50+: | \$22.00/M |
| \$75+: | \$27.00/M |
| \$100+: | \$32.00/M |

| | |
|------------------|------------|
| Gender | \$7.00/M |
| State, SCF, Zip | \$7.00/M |
| Cancellation Fee | \$100.00/F |

Addressing:

| | |
|-----------|-----------|
| Cartridge | \$35.00/F |
| CD | \$75.00/F |
| Email | \$75.00/F |

Minimum Order:

5,000

Unit of Sale:

\$50.00

Source:

100% Direct Mail Sold

Gender:

65% Female
28% Male
Selectable

Segments:

| | | |
|---------|------------------------|------------|
| 8,835 | 1 Month Buyers | \$105.00/M |
| 22,487 | 3 Month Buyers | \$105.00/M |
| 37,432 | 6 Month Buyers | \$105.00/M |
| 69,376 | 12 Month Buyers | \$105.00/M |
| 135,496 | 24 Month Buyers | \$105.00/M |
| | Fundraisers/Publishers | \$75.00/M |

List Description:

Names Thru: 4/30/12 Next Update: 6/15/12

Reach buyers from Picket Fence, part of the QCI Direct family of catalogs. These 'do-it-yourself' catalog buyers are mostly female, age 50+, with an average household income of \$70,000. They are interested in home and garden decor and maintenance. Picket Fence buyers are perfect prospects for all garden, home, general merchandise, gift, fundraising and publishing offers.



Partial List Usage:

| | |
|-------------------|----------------|
| Consumer Reports | Plow & Hearth |
| Duluth Trading | PVA |
| Healthy Living | Sporty's |
| Heartland America | Starcrest |
| Improvements | Taylor Gifts |
| Make Life Easier | Whatever Works |

Sample Mailing Piece Required

catalyst direct marketing

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109 Wanaque Avenue • Pompton Lakes, NJ 07442



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