

QUILT, SEW, & CRAFT FESTIVAL ATTENDEES (RUSTY BARN)

Quilting and Needlework, Crafting

FILE DESCRIPTION

This file includes craft and sewing enthusiasts that have attended a festival for up-to-date sewing, crafting, and quilting classes. Attendees are actively purchasing supplies and equipment to help them in their hobbies. These crafters have previously responded to a postcard that was mailed to them, inviting them to attend this show. Attendees have paid \$7.00 entrance fee and spend an average of \$45.00 in products at the show. Average age of attendees is 63 and some of their additional interests include collecting art and antiques, houseplants, woodworking, and DIY living.

FILE BREAKDOWN

449,409	Total File	\$115.00/M
150,116	Last 12 Months	\$115.00/M
76,750	Last 6 Months	\$+5.00/M
40,630	Last 3 Months	\$+10.00/M

Minimum Order: Postal 5,000

PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Email Campaign Transmission Fee	\$40.00/M

EMAIL BROADCAST CHARGES

Email Address	\$160.00/M
Splits - First Pair	\$100.00/F
Each Additional Split	\$75.00/F
Suppression File	\$5.00/M or \$250 min
Test - First 2	No Charge
Each Additional Test	\$100.00/F

SELECTIONS AVAILABLE

Age	\$7.00/M
Donors	\$7.00/M
Ethnicity	\$7.00/M
Gender	\$7.00/M
Health & Wellness	\$7.00/M
Hobbies/Interests	\$7.00/M
Home/Mortgage	\$7.00/M
Household	\$7.00/M
Income	\$10.00/M
Investment Type	\$7.00/M
KeyCode	\$2.00/M
Language	\$10.00/M
Lifestyle/Life Change Event	\$7.00/M
Marital Status	\$10.00/M
Occupation	\$7.00/M
Political Affiliation	\$7.00/M
Presence of Children	\$7.00/M
Religious Affiliation	\$10.00/M
Run Charges	\$10.00/M
Telephone Numbers	\$100.00/M
Zip/SCF/State	\$7.00/M

Postal, Email

PROFILE

GENDER:	89% Female
	5% Male
AVG AGE:	63
AVG HHI:	\$111,108
AVG SALE:	\$45

SOURCE

Direct Mail, TV Generated

RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

CONTACT

For more information, contact:

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INQUIRE FOR NON-PROFIT PRICING!

Updated January 2020

Updated: Quarterly

Names Thru: December 2019

Next Update: April 2020



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