



**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. Median age of attendees is 64 and some of their additional interests include collecting art and antiques, houseplants, woodworking, and DIY living.

**FILE BREAKDOWN**

411,222	Total File	\$100.00/M
161,251	Last 12 Months	\$100.00/M
84,983	Last 6 Months	\$+5.00/M
44,515	Last 3 Months	\$+10.00/M

Minimum Order: Postal 5,000; Email 10,000

**PRODUCTION / DELIVERY COSTS**

Email	\$50.00/F
FTP	\$50.00/F
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:** 67% Female  
 33% Male  
**AVG AGE:** 51  
**AVG HHI:** \$99,000  
**AVG SALE:** \$45.00

**SOURCE**

100% Direct Mail

**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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**Updated January 2019**

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019

