

SCRAPBOOK TRENDS MAGAZINE

Craft & Scrapbook

FILE DESCRIPTION

This list is an excellent source for people who are actively photo journaling to preserve their life's memories. The active subscribers on this file are using the magazine for ideas in composing page layouts for their personal scrapbooks.

The file consists of "scrapbookers" who are utilizing many sources of craft supplies to complete their scrapbooks.

FILE BREAKDOWN

55,646	Active Subscribers	\$120.00/M
30,467	Subscribers (6 Months)	\$+5.00/M
15,959	Subscribers (3 Months)	\$+10.00/M
55,646	Subscribers & Expires Masterfile	\$115.00/M
0	Expires (3 Month)	\$+5.00/M
0	Expires Total File	\$110.00/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	\$30.00/M
Zip/SCF/State	\$7.00/M

Postal, Email

PROFILE

GENDER:
93% Female

AVERAGE UNIT OF SALE:
\$ 24.95

SOURCE

Direct Mail, Package Inserts

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

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Updated January 2019

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Names Thru: December 2018

Next Update: April 2019



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