

THINGS REMEMBERED MASTERFILE

| | | |
|-----------|---------------------------|-----------|
| 2,597,988 | 12 Month Buyers | \$95.00/M |
| 1,492,723 | 6 Month Buyers | +10.00/M |
| 999,706 | 3 Month Buyers | +15.00/M |
| 142,312 | 1 Month Buyers | +20.00/M |
| | Fundraiser/Publisher Rate | \$70.00/M |
| | Special Occasion | +10.00/M |

Description

Things Remembered is a multi-channel retailer of personalized gifts that capture and celebrate life's special moments and occasions. Things Remembered offers a wide variety of lifestyle-oriented merchandise, as well as wedding and business gifts. Specializing in custom-engraving, Things Remembered has over 600 stores nationwide. The wide range of gifts is suited for any person to commemorate any particular occasion. The Things Remembered product line includes desk accessories, frames and photo storage, clocks, jewelry, jewelry boxes, and tabletop items. Products range in price from \$10 to \$300.

Demographics

Average Age: 40-50
Average Income: \$50,000
Male: 24%
Female: 67%

Source

Direct Mail, Retail, Internet.

Average Unit of Sale

\$50.00

Selections

| | |
|------------------------|---------|
| \$50+ Buyers | 15.00/M |
| \$75+ Buyers | 20.00/M |
| \$100+ Buyers | 30.00/M |
| \$150+ Buyers..... | 40.00/M |
| 1 Month Hotline | 20.00/M |
| 3 Month Hotline | 15.00/M |
| 6 Month Hotline | 10.00/M |
| Gender | 5.00/M |
| Geography | 5.00/M |
| Special Occasion | 10.00/M |

Please inquire for additional selects.

Addressing

| | |
|----------------------|--------|
| Running Charges..... | 8.00/M |
| FTP Fee | 50.00 |
| E-mail Fee | 50.00 |
| Cartridge Fee | 50.00 |

Names Through

January 2008

Net Name Policy

85% net with \$10/M run charge on 50,000 minimum

Minimum Order: 7,500

Updates: Monthly



List Management *Plus*
FOCUS USA

2 University Plaza, Suite 500, Hackensack, NJ 07601

Tel: (603) 673-3473 Fax: (201) 489-4499

E-mail: chris@focus-usa-1.com

www.focus-usa-1.com

