

THINGS REMEMBERED SPECIAL OCCASION GIFT BUYERS

85,000	12 Month Valentine's Day Buyers	\$105.00/M
88,500	12 Month Mother's Day Buyers	\$105.00/M
54,800	12 Month Father's Day Buyers	\$105.00/M
231,500	12 Month Graduation Buyers	\$105.00/M
223,400	12 Month Anniversary Buyers	\$105.00/M

Description

Things Remembered is a multi-channel retailer of personalized gifts that capture and celebrate life's special moments and occasions. Specializing in custom-engraving, Things Remembered has over 600 stores nationwide. You can now select active buyers of personalized gifts for such occasions as Valentines Day, Mother's Day, Father's Day, Birthdays, Anniversaries and Graduation. The Things Remembered Special Occasion product line includes keepsake boxes, frames, jewelry, barware, pens and embroidered gifts. Products range in price from \$25 to \$150.

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	15.00/M
3 Month Hotline	10.00/M
6 Month Hotline	5.00/M
Gender	5.00/M
Geography	5.00/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

November 2007

Net Name Policy

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

Minimum Order: 7,500

Updates: Monthly



List Management **Plus**

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