
LIST SERVICE DIRECT INC.

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LSDI LIFESTYLE INTEREST DATABASE

TOTAL FILE: 12,568,361

BASE PRICE: \$65/M

Americans have diverse and active lifestyles and interests. This database contains information from consumers who have responded to a survey, indicating what they do in their spare time, what hobbies they have and what other interests they and their family members may have. These eager responders are excellent prospects for a multitude of offers. Use any combination of selects to get at the exact target you are looking for.

APPAREL/ACCESSORIES	\$5.00/M	ANTIQUES	\$5.00/M
DO IT YOURSELF PROJECTS	\$5.00/M	HEALTHY LIVING	\$5.00/M
GARDENING	\$5.00/M	GOLF	\$5.00/M
HOME IMPROVEMENT	\$5.00/M	HUNTING/GUNS/FISHING	\$5.00/M
CRAFTS	\$5.00/M	BOATING/WATER SPORTS	\$5.00/M
COOKING	\$5.00/M	MOTORCYCLES	\$5.00/M
GOURMET FOODS	\$5.00/M	AUTOMOBILES	\$5.00/M
WINE ENTHUSIAST	\$5.00/M	OUTDOOR ENTHUSIAST	\$5.00/M
FREQUENT TRAVELER	\$5.00/M		

SELECTIONS:

3 Month Hotline:	\$10/M
Geography:	\$5/M
Income:	\$5/M
Age:	\$5/M
Gender	\$5/M
Marital Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Donor:	\$5/M
Ethnicity	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

Minimum Order: 5,000

FORMAT:

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
Mag Tape/ IBM 3480 Cartridge:	\$25 Flat
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

UPDATE CYCLE:

NCOA'd quarterly, new names added monthly.