

# BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

43700S

## DO-IT-YOURSELF/GARDENING DATABASE

Many Do-It-Yourself enthusiasts can't wait for "something" to break in order to be able to fix it. They enjoy repairing, building, painting, and having a home workshop filled with every possible tool they could ever need. Avid Gardner's are much the same. There isn't a gardening tool, catalog, or book that they can't do without. The consumers in the DIY-Gardening list are the prospects you want to reach in your next direct mail, telemarketing or email campaign. Sourced from direct response, print and online surveys.

**Total Database - 1,395,453**

Available Selects \$5/M

Do-It-Yourself Projects	399,595
D-I-Y Tools Projects	199,364
Home Workshop	198,620
Home Improvement Projects	529,108
Gardening Subscribers	810,176
Flower Gardening	499,540
Houseplants	320,118
Outdoor Gardening	720,667
Vegetable Gardening	710,986

### Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

*Brokers Welcome*

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