

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

74400A

HOMESPUN TEDDY BEARS AND MORE!

Teddy bears have been an American tradition since Theodore "Teddy" Roosevelt refused to shoot a black bear while on a presidential hunting trip in 1902. A New York shop keeper was captivated by the story and displayed two handmade plush "Teddy" bears in his store window and the rest is history. The catalog buyers here have purchased teddy bears, teddy bear furniture and clothing. The catalog also offers other high quality plush toys such as hand-held puppets.

Total Database - 10,877

Average Unit of Sale: \$59.00

List Owner Requires Mail Piece and Mail Date Approval.

Please Allow 5 Days for Approvals.

Updated Quarterly

Terms and Pricing

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Gender Select	\$5/M
Minimum Order	3000	Recency Select (6 mos)	\$15/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Age/Income Select	\$5/M
EMail	\$50	Telephones	\$35/M	Key Coding	\$5/M

Brokers Welcome

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