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List Services Catalog



Your most comprehensive prospecting resource



General Categories

ACTIVITIES AND INTERESTS (Base \$65.00/M includes 1 select)

Activities and Interests	6 Month Hotline	Total File
 Art Enthusiasts - HH Indicator	433,680	3,245,280
Art & Antiques	84,710	1,366,230
 Astrology/Occult - HH Indicator	107,380	1,205,210
 Automotive Buffs - HH Indicator	554,710	5,085,600
Baking	91,940	2,326,500
Bible/Devotional	546,840	3,513,930
Camping/Hiking	522,130	4,397,630
CDs/Tapes	1,748,450	14,212,830
▲ Clothing	1,706,290	11,331,670
Clothing - HH Indicator	1,928,730	12,772,760
 Crafts - HH Indicator	1,588,280	11,811,960
▲ Crafts/Sewing/Needlework	1,403,700	11,409,110
Cultural/Art Events	222,210	1,745,520
Cycling	224,840	1,952,700
Diet Conscious	31,530	766,170
 Do-it-Yourself - HH Indicator	1,843,150	12,922,380
Fishing	687,260	5,370,770
 Fitness/Exercise - HH Indicator	2,160,380	15,756,360
 Gardeners - HH Indicator	2,521,170	16,435,420
 Golf - HH Indicator	323,960	2,218,500
 Golf - Modeled Select		Call for counts
 Gourmet Food/Cooking - HH Indicator	2,394,250	14,210,380
 Grandparents - HH Indicator	246,680	1,440,790
 Healthy Living - HH Indicator	2,023,310	14,155,420
 Home Decorating/Furnishing - HH Indicator	450,240	4,178,790
 Home Entertainment - HH Indicator	1,570,710	12,426,010
▲ Hunting/Shooting	798,110	6,194,990
Motorcycles	32,310	861,310
Needlework	140,650	3,080,800
 Outdoor Enthusiasts - HH Indicator	1,624,130	11,392,870
 Outdoor Enthusiasts - Modeled Select		Call for counts
 Photography - HH Indicator	171,290	3,007,480
 Politics - HH Indicator	879,260	5,298,450
 Purchase via Phone - HH Indicator	121,790	1,057,300
 Purchase via Television - HH Indicator	146,150	1,213,920
Quilting	32,020	805,970
Recipes	111,680	2,491,870
 Religion - HH Indicator	965,550	7,011,050
 Self-Improvement - HH Indicator	406,030	2,320,860

 = Household Indicators  = Modeled Selects ▲ = Growing Categories

General Categories

	6 Month Hotline	Total File	
Activities and Interests			
	Sewing	161,040	3,289,760
☀	Snow Skiing - HH Indicator	143,500	1,336,250
☀	Sports - HH Indicator	1,237,080	10,161,560
☀	Tennis - HH Indicator	63,730	662,900
	Video Viewing	158,790	2,788,800
☀	Volunteer Work - HH Indicator	36,770	764,980
	Watching Sports on TV	195,690	3,099,340
	Wines	327,720	2,182,250
	Woodworking	362,650	1,815,620
Animal Owners			
	Birds	96,600	922,530
☀	Cats - HH Indicator	624,980	4,736,560
☀	Dogs - HH Indicator	805,630	6,105,730
☀	Pet Enthusiasts - HH Indicator	1,218,250	9,192,940
Boating & Sailing			
☀	Boating/Sailing - HH Indicator	241,530	1,559,640
	Own Power Boat/Sailboat	324,970	1,717,860
Book Preferences			
▲	Bestsellers	657,130	3,861,630
	Children's	347,220	2,611,840
	History	350,320	2,038,850
	Mystery	573,720	3,075,860
	Nonfiction	466,650	2,933,250
☀	Reading Enthusiast - HH Indicator	3,909,170	27,323,370
	Romance	459,900	2,738,560
	Science Fiction	246,770	1,853,100
Collectibles			
	Coins	446,120	2,016,180
☀	Collectors - HH Indicator	1,009,640	7,079,240
	Die Cast Cars	140,540	616,050
	Dolls	251,090	1,429,730
	Plates	197,180	1,098,560
	Porcelains	193,360	1,122,440
	Sports Items	196,990	1,311,580
	Stamps	151,680	876,550
Diet/Health Conscious			
▲	Diet Conscious	76,360	2,203,880
	Fitness/Exercise	726,080	6,232,490
	Health/Natural Food	428,330	2,353,200