



# TASTE OF HOME RECIPE BUYERS FROM COOK'N

## Counts Through May 2009

### Overview:

28,457	Active Buyers	\$75/M
14,775	6 Month Buyers	\$75/M + \$5/M
6,457	3 Month Buyers	\$75/M + \$10/M

### Description:

Taste of Home recipe buyers are computer savvy, time conscious buyers, who have expressed their strong affinity for kitchen creations through their purchase of the best selling software on the market.

Of course they are top prospects for cooking magazines, home décor offers, cooking apparel, credit cards, non-profit offers and more. They will take out their wallets and buy your products and services, too. Surely they will be interested in diet and fitness offers, self improvement offers, other software, computer accessories, books, and so much more.

This list is "Big News" as so few lists come on the market today with real, honest-to-goodness buyers. Interest is already high on this list and you should be recommending it now to your clients so you can be the first in your category to test Taste of Home Recipe Buyers from Cook'N. This list offers the simplest recipe for a successful test. Recent, qualified buyers will continue to have wants and needs related to their interest in cooking and their overall lifestyle.

This list has all the ingredients for a successful mailing of the Following offers:

- \* Catalogs
- \* House wares
- \* Appliances
- \* Magazines
- \* Publishing offers
- \* Food
- \* Credit Cards
- \* Merchandise
- \* Retail Traffic Drivers
- \* Gifts

## Updated May 2009

### Key Segments

Direct Response/POP

### Gender Profile

25.0 % Male  
75.0 % Female

### Selection Charges

SCF \$10.00/M  
STATE \$10.00/M  
ZIP \$10.00/M  
3 MONTH HOTLINE \$15.00/M  
6 MONTH HOTLINE \$10.00/M  
GENDER/SEX \$10.00/M  
KEY CODE \$3.00/M

### Output Media

Electronic \$50.00/F  
EMAIL \$50.00/F  
FTP \$50.00/F  
CD ROM \$50.00/F  
DVD \$50.00/F  
DISKETTE \$50.00/F

### Update Schedule

Quarterly

### Average Income :

90000

### Average Unit of Sale :

119

### Cancellation Charge :

\$100.0/A

### Minimums

5000                      Quantity

### STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee plus \$10/M run charges.

**For further information please contact our List Management Department at:**

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