

DESIGNS IN MACHINE EMBROIDERY

14,397	Active Paid Subscribers	\$95/M
7,267	Last 12 Month Paid Expires	\$75/M
	Fundraising Rate	\$70/M

DESCRIPTION:

Designs in Machine Embroidery magazine subscribers are women with a talent for embroidering beautiful designs on apparel, baby clothing, quilts, home decorative items, craft wearables, scrapbooks, arts and crafts projects and more.

Designs in Machine Embroidery is a bi-monthly magazine that is sold by subscription and on newsstands and in retail fabric and sewing machine stores. Every issue contains four departments: Wearables, Crafts, Home Décor, and a Resource Guide.

MARKETING TARGETS:

These stitchery enthusiasts make great prospects for a host of consumer offers. Be sure to include them in direct marketing campaigns for apparel, home décor, kitchen and tableware, crafts, sewing, needlework, collectibles and gardening products.

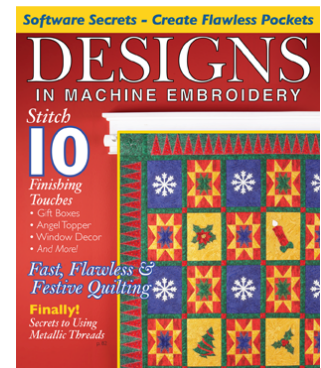
Visit the *Designs in Machine Embroidery* website at: www.dzgns.com

CANCELLATION POLICY:

After Shipping & Before Mail Date: \$75/F plus run charges (\$10/M), selects, output costs and/or shipping costs.

After Mail Date: Full amount of invoice is due.

Rush Charges: \$75/Flat for rush charge incurred on orders less than 3 days from time of approval.



Avg. Unit of Sale : \$32.97/yr
(6 issues)

100% Paid Subs

Selections:

State/SCF \$6/M

Addressing:

Email Delivery \$50/F

Data Keying Charge \$50/F

(25+ Zips, States, SCF's)

Zip Select/Omit Set Up \$25/F

Gender: Not Selectable

Female: 97%

Male: 3%

Minimum Order : 5,000

*Cannot Omit Prior Orders

*Broker discount 20%

*All Orders on a Reciprocal Basis

Contact :

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Update Schedule: 6 times a year with each issue. Counts updated weekly.

Counts Thru: 11/10/2009

11.11.09

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Targeted Media for Measurable Results

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