

NESTFAMILY VIDEO & BOOK BUYERS

	BASE	SELECTS	TOTAL
4,821 12-Month Buyers	\$85/M	+Selects	
7,276 24-Month Continuity Buyers	\$85/M	+\$10/M	\$95/M
10,311 24-Month Buyers	\$85/M	+Selects	
40,567 Total Buyers	\$85/M	+Selects	
Fundraiser Rate	\$70/M		

DESCRIPTION

The NestFamily.com list consists of buyers of top-quality cassettes, videos, and DVDs for children, ranging in age from preschool to early teens. The products are designed as learning tools to help families instill character values in their children such as integrity, courage, leadership, faith, hope and love. Each award-winning video, DVD, or cassette and companion activity book can be purchased in selected groups (libraries) or through a continuity program.

NestFamily.com also offers, through its catalog, sing-along videos, books, a safety education program, games and CD-ROM activities for families.

These parents place high importance on educating their children at an early age. They are willing to spend premium dollars for a good product that will teach sound morals and values during an important time in their children's formative years. The \$95+ average order proves that these are affluent families who consider NestFamily.com's books, videos and CDs as a wholesome alternative to family entertainment.

MARKETING TARGETS

Reach these highly responsive parents who are ready to buy...test NestFamily.com! This list would work well for all offers such as high-ticket children's apparel, books and book clubs, collectibles, fundraisers, educational/home school products, games and toys, magazines and music/video clubs.

SELECTIONS:

DOLLAR SELECT:

LESS THAN \$50.00	\$7.00/M
\$50.00-\$99.99	\$9.00/M
\$100.00-\$199.99	\$11.00/M
\$200.00+	\$15.00/M
CHRISTIAN PRODUCTS BUYERS	\$10.00/M
HISTORY PRODUCT BUYERS	\$10.00/M

Avg. Unit of Sale :

Regular Buyers	\$95+
Continuity Buyers	\$250+

Selections:

Recency	\$7/M
Continuity Buyer	\$10/M
Dollar Select	See Below
Christian Product Buyers	\$10/M
History Product Buyers	\$10/M
Gender	\$6/M
Female (25,030)	
Male (10,591)	
State/SCF	\$6/M

Addressing:

4-Up Cheshire	\$5/M
P/S Labels	\$12/M
Mag Tape/Diskette/CD Rom	\$40/F
Cartridge not Available	
Email	\$60/F
FTP	\$68/F
Key Coding	\$3/M
Run Charges	\$10/M

Minimum Order : 5,000

Source : Internet/Direct Mail & Direct Sales.

Contact :

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Last Update: 10/09/08
Names Thru: June 2008
Next Update: Jan 2009
10.10.08

****NCOA SCHEDULE: Approximately each QUARTER*****

AllMedia Inc.
 Targeted Media for Measurable Results

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 6900 Dallas Parkway, Suite 750
 Plano, TX 75024-3537
 Suite 750
 Website: www.allmediainc.com

Phone: 469.467.9100
 Fax: 469.467.9110

E-Mail: management@allmediainc.com

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***** No Telemarketing to Consumer File *****

*****Sample Mailing Piece Must be Submitted and Approved Prior to Acceptance of Order*****

CANCELLATION POLICY:

After Processing & Before Mail Date:

\$50/F plus * run charges, * selects, * output costs and/or * shipping costs

After Mail Date:

Full amount of invoice is due

To view product samples please go to the NestFamily.com website at: www.nestfamily.com

For more information, please contact Sue Lawson at 469/467-9100, ext. 200; fax 469/467-9110 or email slawson@allmediainc.com.

AllMedia Inc.
Targeted Media for Measurable Results

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