

# TRADITIONAL WOODWORKER

## Buyers and Requestors

		BASE
17,306	24 Month Active Buyers	\$100/M
2,569	6 Month Catalog Requestors	\$90/M
8,961	12 Month Catalog Requestors	\$85/M
23,471	24 Month Catalog Requestors	\$80/M

### DESCRIPTION:

**Traditional Woodworker** buyers and inquirers are craftsmen that have an interest in top-quality, traditional hand woodworking tools that include carving tools, sharpening stones, chisels and gouges, hand saws and planes, measuring and marking tools, and timber framing and log building tools.

**Traditional Woodworker**, a family-owned company, searches the globe for quality tools that stand the test of time. Good quality hand tools are critical to many projects in the workshop and around the house. Today these tools can be hard to find locally and are very much in demand.

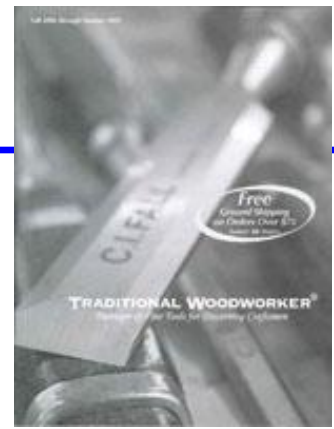
### Demographic Data (not selectable):

- \*78.5% are in the age range of 34-65 yrs of age w/  
54.8 % between 50-65 yrs of age
- \*79.0% are credit card users
- \*56.5% have the presence of children in the household w/  
97.8% being between the ages of 10-17 and w/  
71.0% being between the ages of 13-17
- \*82.7% have income greater than \$30,000/yr w/  
64.4% having income greater than \$50,000/yr
- \*51.8% completed College and/or Graduate School
- \*95.6% own their own home w/  
59.2% home owners having lived in same home 7+ yrs

### MARKETING TARGETS

Many of these skilled artisans and hobbyists are active outdoorsmen. This list should work well for woodworking magazines, DIY do-it-yourself offers, men's offers of all kinds, trucks, camping, hunting, fishing and outdoor-related offers, fund raising, home-related products, financial services, home décor, rural living and log home publications, and more.

Visit the Traditional Woodworker website: [www.traditionalwoodworker.com](http://www.traditionalwoodworker.com)



**Source:** Catalog, Internet & Print Ads

**Average Order:** \$100.00

### Selections:

SCF/State \$6/M  
Gender \$5/M  
Male 18,445  
Female 3,293

### Addressing:

Diskette/CD \$30/M  
Email Delivery \$60/F  
FTP \$68/F  
Key Coding \$3/M  
Run Charges \$10/M

**Minimum Order:** 5,000

### Sample Mailing Piece Required

### Cancellation Policy:

After Shipping & Before Mail Date:  
\$50/F plus run charges, selects, output costs and/or shipping costs.  
After Mail Date: Full amount of invoice is due.

### Contact:

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**Next Update: February 2010**

**Last Update: October 2009**

**Names Thru: October 2009**

10.28.09