



## HARNESS THE POWER OF TARGETED CATALOG BUYERS

Seasoned marketers recognize the power of catalog buyers—and you can reach thousands of them at 21st.

Catalog buyers own credit cards, love to shop, and trust direct mail to deliver what they need.

And whether you're offering cat food or catastrophic insurance, we have the catalog buyers who want to hear from you—so you can zero in on your best responders and win maximum returns.

Be sure to browse the catalog mailing lists at the right by visiting [datacards.21stcm.com](http://datacards.21stcm.com). Then give us a call to set up your test!

### Going to the DMA in San Francisco?

Be sure to visit us at booth #1902 to talk with our direct marketing experts, and for **free world-class fudge!**

■ A.M. Leonard	27,238
■ Beval Saddlery, Ltd.	18,309
■ Casa de Maria	100,650
■ Cat Claws	79,943
■ Cyberguys!	338,497
■ Daedalus Books	155,000
■ Exposures	145,164
■ Free Spirit Publishing	339,490
■ Gardener's Edge	23,758
■ Gavilan's*	143,529
■ Home Marketplace	195,175
■ International Wine Accessories	79,700
■ ISLA Puerto Rican Treasures	146,263
■ Make Life Easier*	212,997
■ Medals of America	885,778
■ Miles Kimball	1,300,313
■ Oreck	557,297
■ PetEdge	176,842
■ The Stash Tea Company	30,414
■ TigerDirect	2,084,104
■ Traditions*	292,303
■ Walter Drake	1,082,596

\*Make Life Easier, Gavilan's and Traditions catalog lists provided by 21st Century Marketing, Inc., in Association with Ralph Stevens & Associates, LLC

THE LIST COMPANY THAT MAKES A DIFFERENCE

CALL US TODAY AT 631.306.5212 OR VISIT [WWW.21STCM.COM](http://WWW.21STCM.COM)

**21st**  
CENTURY MARKETING