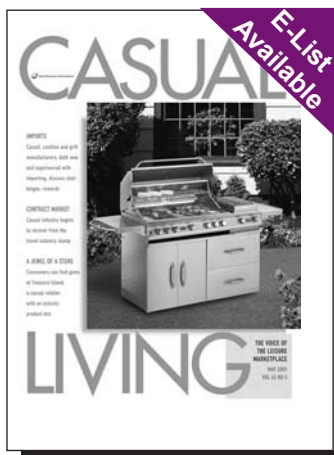


# Casual Living

Casual Living is the voice of the leisure marketplace and the only trade magazine in the casual furniture industry.

Reach owners, directors, managers and buyers whose company sells casual furnishings and accessories.

- ◆ Retailers Include:
  - ◆ Casual Furniture Specialty Stores
  - ◆ Pool & Patio Stores
  - ◆ Hearth and Patio Stores
  - ◆ Furniture Stores
  - ◆ Mass Merchants/Discount Stores
  - ◆ Department Stores
  - ◆ Home Centers/Hardware Stores
  - ◆ Garden Centers
  - ◆ Catalog/Mail-Order Companies
- ◆ Also reach manufacturers and suppliers to the industry whose primary end product is:
  - ◆ Casual Furniture
  - ◆ Billiards/Gaming Equipment
  - ◆ Christmas/Seasonal Items
  - ◆ Lawn & Garden Supplies
  - ◆ Barbecues/Grills
  - ◆ Garden/Outdoor Accessories
  - ◆ Tableware and More!



Casual Living is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 10,001**

**Base Price: \$125/M**

## Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Internet Usage	\$20/M
Primary End Product (manufacturers only)	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

## Multi-Channel Pricing

Mailing/E-Mail: \$490/M  
 Mailing/Telemarketing: \$215/M  
 Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:  
2,520**

**E-List Base Price:  
\$425/M**

**SEE ALSO:**

- DecisionMaker® Building/Construction Marketplace Database
- DecisionMaker® Manufacturing Marketplace Database
- Furniture/Today
- Home Accents Today
- Home Textiles Today
- Interior Design

Minimum Order: 5,000 Names  
 1 year unlimited usage available  
 Prices subject to change without notice  
 Call for any additional costs, conditions and terms.

**GEOGRAPHIC ANALYSIS**

State	ZIP Code	Individuals
ME	039-049	61
NH	030-038	63
VT	050-059	36
MA	010-027	233
RI	028-029	40
CT	060-069	136
<b>New England</b>		<b>5.7% 569</b>
NY	100-149	575
NJ	070-089	299
PA	150-196	457
<b>Middle Atlantic</b>		<b>13.3% 1,331</b>
OH	430-458	416
IN	460-479	204
IL	600-629	525
MI	480-499	364
WI	530-549	267
<b>East North Central</b>		<b>17.8% 1,776</b>
MN	550-567	256
IA	500-528	118
MO	630-658	203
ND	580-588	22
SD	570-577	34
NE	680-693	71
KS	660-679	138
<b>West North Central</b>		<b>8.4% 842</b>
DE	197-199	30
MD	206-219	163
DC	200-205	10
VA	220-246	221
WV	247-268	41
NC	270-289	404
SC	290-299	146
GA	300-319	295
FL	320-349	788
<b>South Atlantic</b>		<b>21.0% 2,098</b>
KY	400-427	126
TN	370-385	180
AL	350-369	185
MS	386-397	72
<b>East South Central</b>		<b>5.6% 563</b>
AR	716-729	63
LA	700-714	135
OK	730-749	96
TX	750-799	504
<b>West South Central</b>		<b>8.0% 798</b>
MT	590-599	36
ID	832-838	53
WY	820-831	32
CO	800-816	148
NM	870-884	46
AZ	850-865	189
UT	840-847	81
NV	889-898	37
<b>Mountain</b>		<b>6.2% 622</b>
AK	995-999	9
WA	980-994	192
OR	970-979	137
CA	900-961	1,018
HI	967-968	24
<b>Pacific</b>		<b>13.8% 1,380</b>
<b>United States</b>		<b>99.8% 9,979</b>
<b>U.S. Territories</b>		<b>0.2% 20</b>
<b>Canada</b>		—
<b>Mexico</b>		—
<b>Other International</b>		—
<b>APO/FPO</b>		<b>0.0% 1</b>
<b>Unknown</b>		<b>0.0% 1</b>
<b>Total</b>		<b>100.0% 10,001</b>

<u>Business Type</u>		<u>Buying Authority*</u>	
Casual Furniture Specialty Store	1,440	Barbecues/Grills	3,934
Catalog Company	112	Billiards/Gaming Equipment	1,262
Contract Buyer	215	Casual Furniture	5,849
Department Store	86	Children's Play Sets	1,372
Furniture Store	895	Christmas/Seasonal Items	2,875
Garden Center	1,022	Garden/Outdoor Accessories	5,290
Home Center/Hardware Store	930	Hearth Products	3,235
Interior Designer	727	Lawn & Garden Supplies	3,510
Manufacturer	1,410	Pool & Spa Products	2,537
Mass Merchandiser	129	Tableware	2,391
Pool & Patio Store	693		
Supplier	663		

### Internet Usage

<u>Title</u>			
		My Company Buys Via the Internet	2,197
		My Company Sells Via the Internet	1,678
Buyer	648	I Buy Via the Internet on Behalf of	
Owner/Partner/President/ Company Officer	6,136	My Company	2,470
Store Manager, General Manager, Department Manager, Other	2,284		
Vice President/Director	896		

### Sales Volume

\$10,000,000 or More	1,538
\$5,000,000-\$9,999,999	790
\$2,000,000-\$4,999,999	1,392
\$1,000,000-\$1,999,999	1,441
\$500,000-\$999,999	1,256
\$100,000-\$499,999	1,246
Less Than \$100,000	717