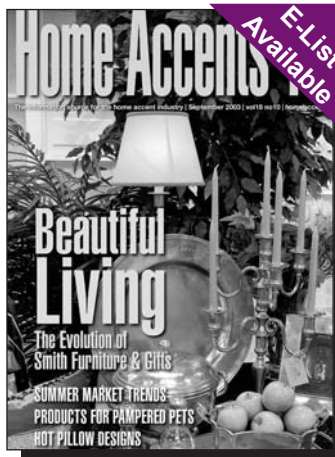


Home Accents Today

Would you like to reach the home accent and gift community? A *Home Accents Today* direct mail list reaches over 20,000 decision-makers within the fashion-forward retailing world.

- ◆ Reach the retailing executives, buyers, and fashion coordinators who are responsible for buying and specifying:
 - ◆ Portable Lamps & Lighting
 - ◆ Decorative Pillows & Luxury Linens
 - ◆ Wall Art & Mirrors
 - ◆ Permanent Botanicals
 - ◆ Accent Furniture
 - ◆ Photo Frames
 - ◆ Area Rugs
 - ◆ Throws
 - ◆ Gifts & Accessories
 - ◆ Tabletops
 - ◆ Candles



Home Accents Today is updated quarterly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 20,878

Base Price: \$125/M

Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
One Per Location	\$10/M
Recency	\$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:
5,579**

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

SEE ALSO:
 Casual Living
 Furniture/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	58
NH	030-038	83
VT	050-059	57
MA	010-027	383
RI	028-029	69
CT	060-069	236
New England		4.2% 886
NY	100-149	1,094
NJ	070-089	668
PA	150-196	771
Middle Atlantic		12.1% 2,533
OH	430-458	756
IN	460-479	387
IL	600-629	799
MI	480-499	571
WI	530-549	435
East North Central		14.1% 2,948
MN	550-567	333
IA	500-528	179
MO	630-658	360
ND	580-588	42
SD	570-577	44
NE	680-693	103
KS	660-679	195
West North Central		6.0% 1,256
DE	197-199	74
MD	206-219	310
DC	200-205	29
VA	220-246	585
WV	247-268	92
NC	270-289	1,306
SC	290-299	494
GA	300-319	1,165
FL	320-349	1,627
South Atlantic		27.2% 5,682
KY	400-427	340
TN	370-385	657
AL	350-369	586
MS	386-397	267
East South Central		8.9% 1,850
AR	716-729	233
LA	700-714	308
OK	730-749	244
TX	750-799	1,211
West South Central		9.6% 1,996
MT	590-599	60
ID	832-838	68
WY	820-831	19
CO	800-816	253
NM	870-884	74
AZ	850-865	236
UT	840-847	112
NV	889-898	86
Mountain		4.3% 908
AK	995-999	25
WA	980-994	326
OR	970-979	224
CA	900-961	1,891
HI	967-968	41
Pacific		12.0% 2,507
United States		98.5% 20,566
U.S. Territories		0.2% 48
Canada		1.1% 227
Mexico		0.0% 1
Other International		0.2% 36
APO/FPO		—
Unknown		—
Total		100.0% 20,878

Business Type

Department Store	383
Design Showrooms	365
Florist	511
Furniture Store	4,778
Garden Decor	31
Gift & Accessories Shop	3,408
Gourmet Shop	95
Home Accent Store	3,495
Housewares Shop	68
Interior Design Shop	3,529
Lamp Specialty Store	401
Linen/Bath Shop	272
Mail Order Catalogue	296
Manufacturer Home Accents	1,344
Manufacturer's Representative	668
Mass Merchant	202

Title

Buyer	2,088
DMM	166
Fashion Coordinator	161
GMM	847
Owner	13,685
President	2,396
Vice President	942