

Market Update 2009

HOME & GARDEN



ALC recommends high performance lists for the home & garden market based on proven mail order responsiveness. From home decorating, to do-it-yourself projects to harvesting their home-grown vegetables, these mail-response customers share a passion for their homes and gardens.

In these tough economic times, consumers are hunkering down in the comfort of their own homes. "Staycations" and movie rentals are replacing luxury cruises and nights out on the town. And that can be a good thing for direct marketers.

Organizers of the 75th Home & Garden Show in Minneapolis, which attracted over 75,000 people—a double digit percentage increase over last year—say the word "recession" doesn't apply to them. They attribute the growth to the fact that more people are becoming do-it-yourselfers because of the economy. These days, folks are staying home and focusing on improving their houses and yards. This may also account for the fact that consumer spending was actually up in the first quarter of 2009 despite the poor economy.

Our 2009 Home & Garden Market Update features many primary market lists with successful home & garden usage as well as large response files enhanced with home and garden interests.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit www.alcdata.com to view all datacards.



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Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Better Homes and Gardens	6,866,000	\$105/M	Breck's Dutch Bulbs, Gardens Alive!, Spring Hill Nurseries	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Breck's Dutch Bulbs (Insert Media Program Available)	637,000	\$100/M	Compostumbler, Jackson & Perkins, White Flower Farm	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Chefs Catalog	581,000	\$110/M	Home Decorators Collection, Plow & Hearth, Smith + Noble	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Country Gardens	180,000	\$105/M	Breck's Dutch Bulbs, English Garden, Gardener's Supply Co.	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Country Home	1,006,000	\$105/M	Cottage Living, Country Curtains, Martha Stewart Living	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Country Home Products	857,000	\$95/M	American Master Products, Burgess Plant & Seed Co., J.W. Jung Seed Co.	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Cowboys & Indians	74,000	\$110/M	Hacienda Home, Home Décor, Pendleton Home	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Creative Home	16,000	\$105/M	August Home Publishing, Country Living, Mary Engelbreit's Home Companion	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Do-It-Yourself	71,000	\$105/M	August Home Publishing, House Beautiful, Martha Stewart Living	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Family Circle	2,648,000	\$105/M	Good Housekeeping, Martha Stewart Living, Woman's Day	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Frontgate	1,179,000	\$120/M	Home Decorator Collection, Horchow Collection, Plow & Hearth	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Gardens Alive! (Insert Media Program Available)	250,000	\$100/M	Chief River Nursery, J.E. Miller Nurseries, Plow & Hearth	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Grit	73,000	\$100/M	Berkshire Direct, Grapevine Publications, Gurney Seed	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Gurney's Seed & Nursery Co. (Insert Media Program Available)	636,000	\$100/M	Compostumbler, Chief River Nursery, Netherland Bulb Co.	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Harry & David	2,467,000	\$105/M	Calyx & Corolla, Gardener's Supply Co., Plow & Hearth	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Hearst Group Country Living	1,219,000	\$105/M	Country Curtains, JC Penney – Home, Midwest Home	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
House Beautiful	640,000	\$105/M	D Home, Garden Design Magazine, Metropolitan Home	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Veranda	254,000	\$105/M	Arhaus Furniture, Garden Design Magazine, Interior Design Magazine	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Henry Field's Seed & Nursery (Insert Media Program Available)	193,000	\$100/M	Jackson & Perkins, Netherlands Bulb Co., North American Media Group	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Horchow Collection	302,000	\$115/M	Charleston Gardens, Frontgate Catalog, Winterthur Museum & Gardens	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Jackson & Perkins	623,000	\$105/M	Calyx & Corolla, Charley's Greenhouse Supply, Gardener's Supply Co.	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Michigan Bulb	660,000	\$100/M	American Master Products, Jackson & Perkins, North American Media Group	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Mother Earth News	302,000	\$105/M	Burgess Seed Co., Farmer Seed & Nursery Co., Gurney Seed Co.	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Natural Home	24,000	\$100/M	Berkshire Direct, Dwell Magazine, Gardens Alive!	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com

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Neiman Marcus	330,000	\$115/M	Architectural Digest, Frontgate, Restoration Hardware	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Northern Tool & Equipment Tool & Equipment Masterfile (Insert Media Program Available)	1,807,000	\$100/M	Burgess Seed, Four Seasons Nursery, Owen Nursery	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Renovation Style	51,000	\$105/M	Lumber Liquidators, Martha Stewart Living, Old House Interiors	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Rodale Organic Gardening (Inquire About Email Addresses)	202,000	\$100/M	Compostumbler, Gardens Alive!, Gurney Seed & Nursery	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Rodale Whole Life Book/DVD Garden Book Buyers (Inquire About Email Addresses)	133,000	\$100/M +\$6/M	Compostumbler, Fine Gardening, Gurney Seed & Nursery	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Rodale Whole Life Book/DVD Household Hints & Tips Book Buyers (Inquire About Email Addresses)	189,000	\$100/M +\$6/M	Backyard Problem Solver, Handyman Club of America, National Home Gardening Club	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Rodale Whole Life Book/DVD Bird Book Buyers (Inquire About Email Addresses)	61,000	\$100/M +\$6/M	Garden Gate, Major Consumer Publisher of Home/Garden Publications, National Home Gardening Guide	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Rodale Whole Life PerfectMatch™ Book Modeling (Inquire About Email Addresses)	3,933,000	\$100/M +\$25/M Score	Bio-Tech Eden Pure Heater, Mother Earth News, Terrific Garden Tonics,	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Rodale Whole Life PerfectMatch™ Modeling (Inquire About Email Addresses)	7,933,000	\$100/M +\$25/M Score	Bio-Tech Eden Pure Heater, Easy Home Repair, Family Handyman	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Rodale Whole Life Canadian Masterfile (Inquire About Email Addresses)	384,000	\$100/M +\$10/M	Gardens Alive!, Mantis Tiller/Cultivator, Terrific Garden Tonics	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Spring Hill Nurseries (Insert Media Program Available)	687,000	\$100/M	Jackson & Perkins, Plow & Hearth, Spray-N-Grow Inc.	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
The Family Handyman	898,000	\$100/M	American Master Products, Better Homes & Gardens, F&W Publications	Susan Packard – 609-580-2785 susan.packard@alc.com
The Herb Companion	38,000	\$105/M	American Master Products, Berkshire Direct, Grapevine Publications	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Traditional Home	697,000	\$105/M	Country Curtains, House Beautiful, Kohler Co.	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com

Enhanced Files

List	Count	Rate	Contact
Alloy Parent Catalog Buyers			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Gardening	3,916,000	\$95/M+\$16/M	
Home Furnishings/Décor	1,155,000	\$95/M+\$16/M	
American Diabetes Enhanced Masterfile			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Gardening Enthusiasts	429,000	\$80/M+\$16/M	
Home Decorating Enthusiasts	131,000	\$80/M+\$16/M	
Artistic Direct Corporate Enhanced Masterfile (Insert Media Program Available)			Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Gardening	561,000	\$90/M+\$16/M	
Broderbund Direct			Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Gardening	8,000	\$135/M+\$15/M	

Enhanced Files

List	Count	Rate	Contact
Christianity Today Masterfile Gardening Interest	195,000	\$100/M+\$16/M	Rob Odri – 609-580-2843 rob.odri@alc.com
Direct Checks Enhanced Masterfile Gardening Enthusiasts	3,614,000	\$90/M+\$16/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Disney Publishing Enhanced Masterfile Gardening Enthusiasts	510,000	\$105/M+\$12/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Dow Jones Consumer Enhanced Gardeners	281,000	\$170/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Frontgate & grandinroad Enhanced Masterfile Gardening Enthusiasts	298,000	\$120/M+\$12/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Habitat for Humanity Enhanced Masterfile Gardening Home Decorating	150,000 99,000	\$80/M+\$16/M \$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hearst Magazines Hearst Masterfile Gardening	1,939,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Hearst Home Décor	1,810,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Hearst Home & Family	4,010,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Cosmopolitan Gardening Home Décor	103,000 12,000	\$105/M+\$15/M \$105/M+\$15/M	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Esquire Gardening	68,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Good Housekeeping Gardening Home Décor	819,000 108,000	\$105/M+\$15/M \$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Harpers Bazaar Gardening	64,000	\$105/M+\$15/M	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Marie Claire Gardening Home Décor	73,000 98,000	\$105/M+\$15/M \$105/M+\$15/M	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Popular Mechanics Gardening Home Décor	195,000 21,000	\$105/M+\$15/M \$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Redbook Gardening Home Décor	368,000 50,000	\$105/M+\$15/M \$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Seventeen Gardening Home Décor	250,000 31,000	\$105/M+\$15/M \$105/M+\$15/M	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
SmartMoney Gardening Home Décor	125,000 14,000	\$105/M+\$15/M \$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Town & Country Gardening	50,000	\$105/M+\$15/M	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
J.C. Whitney (Insert Media Program Available) Gardening Enthusiasts	238,000	\$100/M+\$16/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com

Enhanced Files

List	Count	Rate	Contact
Kalmbach Hobby Enthusiasts Masterfile Gardening	207,000	\$90/M+\$21/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Kiplinger Gardener's Experian Z-24/Circbase Enhanced Masterfile Gardening Enthusiasts	679,000	\$140/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
March of Dimes Enhanced Masterfile Garden Enthusiasts Home Decorating	1,494,000 454,000	\$75/M+\$16/M \$75/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Meredith Home Décor Megafile	1,800,000	\$105/M+\$16/M	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Meredith Passion Points Gardening Enthusiasts	3,100,000	\$105/M+\$16/M	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Mother Jones Enhanced Masterfile Avid Gardeners	29,000	\$110/M+\$15/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Out/Advocate Enhanced Masterfile Gardening Interest	170,000	\$110/M	Rob Odri – 609-580-2843 rob.odri@alc.com
Outside Magazine Enhanced Masterfile Gardening/Farming Enthusiasts	79,000	\$105/M+\$16/M	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Reader's Digest Enhanced Megafile Gardening Home Decorating	3,002,000 2,308,000	\$100/M+\$12/M \$100/M+\$12/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Rodale Whole Life Masterfile Enhanced Selections (Inquire About Email Addresses)			Eric Friedman – 609-580-2708 eric.friedman@alc.com
Gardening	3,632,000	\$100/M+\$16/M	
Home Furnish/Decorate	3,900,000	\$100/M+\$16/M	
Home Repair/Improvement	1,768,000	\$100/M+\$16/M	
Rodale Whole Life Garden Survey Respondents (Inquire About Email Addresses)			Eric Friedman – 609-580-2708 eric.friedman@alc.com
Garden Flower Survey Respondents	206,000	\$100/M+\$16/M	
Garden Veggie Survey Respondents	144,000	\$100/M+\$16/M	
Sportsman's Guide Gardening Enthusiasts Masterfile (Insert Media Program Available)			Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Gardening Enthusiasts	387,000	\$100/M	
Sylmark Merchandise Buyers Enhanced Masterfile (Insert Media Program Available)			Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Garden/Farm Magazines	118,000	\$90/M+\$11/M	
The Territory Ahead/Isabella Bird Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
Gardening Enthusiasts	157,000	\$115/M+\$16/M	
Time Life Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
Gardening Enthusiasts	1,213,000	\$105/M+\$12/M	
Home Decorating Enthusiasts	1,344,000	\$105/M+\$12/M	
Wealth Window Home Décor/Interior Design	625,000	\$80/M+\$16/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Weight Watchers Enhanced Masterfile Gardening Enthusiasts	402,000	\$105/M+\$15/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Yankee Magazine Enhanced Gardening Home Decorating	96,000 31,000	\$95/M+\$17/M \$95/M+\$17/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Let us provide your next Home & Garden
Market mailers with these proven lists.



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