



Canada

KEY SEGMENTS

18,617	3 Month Hotline	+\$15/M	\$100/M
27,128	6 Month Buyers	+\$5/M	\$100/M
47,369	12 Month Buyers		\$100/M
	Fundraiser/Publisher		\$75/M

**Prices are in US funds.*

AUDIENCE PROFILE

The Bradford Exchange buyers are avid collectors who purchase a wide selection of fine limited-edition collectibles featuring wildlife, Americana, pets, celebrities, religious, sports, expressions, angels and Native American themes.

Demographics

- * Average Age 46
- * 43% Multi-Buyers
- * Average HHI \$45,000
- * 57% Single Buyers

MARKETING INSIGHT

Bradford Exchange is an excellent prospecting vehicle for a number of mailer categories including: gift, general merchandise, collectibles, home, men's & women's apparel, continuity, publishing, fundraising, financial, insurance and more.

TERMS AND CONDITIONS

No telemarketing offers accepted. Reciprocity required. Sample mail piece required. Allow 5 working days to process order. Payment due 30 days from mail date. All cancelled orders are subject to a \$100/F cancellation fee, plus \$8/M run charges, and any applicable shipping & material fees. Net name arrangement negotiable based on reciprocity and annual volume usage. File run quarterly against NCOA with updates. 20% commission to authorized brokers on base rate. Email all orders to order_receipt@belardiostroy.com.

Unit of Sale: \$84 (Canadian funds)
Minimum: 10,000
Source: Direct Response
Updates: Quarterly
Gender: 62% Female / 18% Male

Addressable Material

- Email
- Cheshire Labels
- PS Labels
- 9TR 1600/6250 BPI Magnetic Tape
- Cartridge

SELECTION CHARGES

1 Month Hotline	\$20/M
2 Month Hotline	\$15/M
3 Month Hotline	\$15/M
6 Month Hotline	\$5/M
State/SCF/Zip	\$5/M
Gender	\$5/M
Multi-Buyers	\$11/M
Single Buyers	\$11/M
Run Charges	\$8/M
Zip Set Up	\$50/F
Key Coding	\$1/M
Email	\$50/F
Mag Tape	\$30/F
PS Labels	\$6/M
Cheshire Labels	\$8/M

Service Bureau

Data Services Inc.
 31516 Winterplace Pkwy
 Salisbury, MD 21804-1883

Belardi/Ostroy ALC Contacts

Caroline Gensone - Sales
 212-381-1741
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Kevin McCahill - Count Requests
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Margaret (Peggy) Dexter - Production
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**BELARDI
OSTROY**

Passion + Intelligence + Energy

Bradford Exchange - Canada
Usage Through December 2007

Apparel

Enchantress Hosiery Corp of Canada
HCI Direct

Beauty & Health

Levisan Center
Metzger Pineapple Products
Vortex A1 Distribution

Fundraising/Membership

CAA - Central Ontario
CAA - Maritimes
CAA -Alberta
Canadian Wildlife Federation
Int'l Fellowship of Christians
Mcperson Associates, Inc. (T)
Musical Heritage Society
Plan Canada
Sick Kids Foundation
Tri Marketing & Management (T)

Gift & Home

Publishers Clearing House

General Merchandise

Casual Living (T)
Disney Movie Club Canada
Mary Maxim, Inc.

Publishing

Doubleday Garden City - Canada
Highlights for Children
Int'l Masters Publishers
Transcontinental Media, Inc (T)

Travel

Ramada Plaza Resorts

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For more information, contact:

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