

M A R K S H A L E

KEY SEGMENTS

18,208	12 Month Buyers	+ \$5/M
65,417	Total Buyers	\$120/M
	Fundraiser/Publisher Rate	\$65/M

AUDIENCE PROFILE

The *Mark Shale* customers are among the most affluent and diverse consumers to be found anywhere. These stylish and fashion-conscious buyers rely on *Mark Shale* to keep them up on contemporary trends. They depend on *Mark Shale* for a comfortably modern look.

Demographics

- * Average Age of 28-55
- * Average HHI \$100,000
- * Most are Married
- * Most Own Their Own Homes

MARKETING INSIGHT

Mark Shale works well for a variety of offers including gift, home decor/furnishings, jewelry, travel, publishing, fundraising, shoe, men's and women's apparel, accessories and more.

TERMS AND CONDITIONS

Sample mail piece required. Allow 3-5 working days to process order. Payment due 30 days from mail date. All cancelled orders are subject to a \$100/F cancel fee, plus \$8/M run charges, shipping & material fees. Net name arrangement negotiable based on reciprocity and annual volume usage. File run against NCOA with updates. 20% commission to authorized brokers on base rate. Email all orders to order_receipt@belardiostroy.com.

www.markshale.com

Unit of Sale: \$225.00
Gender: 27% Male / 58% Female
Minimum: 5,000
Source: 100% Direct Mail
Updates: Monthly

Addressable Material

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

SELECTION CHARGES

1 Month Hotline	\$20/M
3 Month Hotline	\$15/M
6 Month Hotline	\$10/M
12 Month Hotline	\$5/M
\$50+ Buyers	\$24/M
\$75+ Buyers	\$32/M
\$100+ Buyers	\$42/M
\$150+ Buyers	\$52/M
\$200+ Buyers	\$60/M
State/SCF/Zip	\$6/M
Run Charges	\$8/M
Key Coding	\$2/M
Cheshire Labels	N/C
PS Labels	\$7.50/M
Mag Tape	\$25/F
Gender.....	\$6/M
E-Mail.....	\$50/F

Service Bureau

Whitehat Data Services
 420 South Smith Road
 Tempe, AZ 85281
 Attn: Lisa Ross

Belardi/Ostroy ALC Contacts

Sales & Count Requests
 Antoine Smith
 212-381-1755
antoines@belardiostroy.com

Production

Margaret (Peggy) Dexter
 212-381-1738
margaretd@belardiostroy.com

**BELARDI
 OSTROY**
 Passion + Intelligence + Energy

Mark Shale Usage Through June 2007

Apparel & Accessories

Anthropologie
Arthur Beren
Athleta (T)
Barrie Pace, Ltd.
Bloomingdales by Mail
Boston Proper
Bra Smyth
Bullock & Jones
Charles Tyrwhitt Shirts
Crazy Shirts
Cutter & Buck
Eddie Bauer, Inc.
Garnett Hill, Inc.
International Male
ISDA & Company
J Crew Outfitters
Joseph A. Bank Clothier
Maus & Hoffman
Nike, Inc.
Peruvian Connection
Players Catalog
Sierra Trading Post, Inc.
Stafford's (T)
T. Shipley
Timepiece International
Tuttle Distinct Sportswear
Victorias Secret
Vivre
Wrap Catalog

Gift & Home

Calyx & Corrolla (T)
Gump's By Mail
Upper Deck Authentics

General Merchandise

Daytimers (T)
Restoration Hardware

Epicurian

Wine Country Gift Baskets (T)

Fundraising

MOMA



**For more information, contact:
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