



# List Services Corporation

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## FOX CHAPEL PUBLISHING BOOK BUYERS

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### COUNTS & RATES:

20,484 12 MONTH BOOK BUYERS

\$ 100.00/M

GENDER: Male: 80% Female: 20%  
SOURCE: 100% DIRECT MAIL  
AVERAGE SALE: \$42.00  
MINIMUM NAMES: 5,000

### DESCRIPTION:

PUBLISHED BY FOX CHAPEL PUBLISHING CO., INC.

FOX CHAPEL PUBLISHING WORKS WITH TALENTED CRAFTSPEOPLE TO PUT THEIR DESIGNS AND TECHNIQUES INTO BOOK FORM. WHETHER THESE BOOK BUYERS USE A CARVING KNIFE, POWER TOOLS OR A SCROLL SAW, HELPFUL INFORMATION CAN BE FOUND IN THESE BOOKS.

FOX CHAPEL PUBLISHES COMPREHENSIVE TECHNIQUE MANUALS, PATTERN BOOKS AND STEP-BY-STEP PROJECT BOOKS. BY WORKING DIRECTLY WITH EACH ARTIST, THEY ARE ABLE TO BRING BUYERS HOW-TO MATERIAL THAT IS UP-TO-DATE, EASY TO FOLLOW, THOROUGHLY TESTED AND PRACTICAL.

FOX CHAPEL PUBLISHING HAS ESTABLISHED A SOLID REPUTATION AS PUBLISHER OF POPULAR, HIGH QUALITY BOOKS FOR THE PROFESSIONAL WOODWORKER, DO-IT-YOURSELFER AND CRAFTSMAN WITH SPECIALTIES IN WOODCARVING, SCROLLING, TURNING AND BUILDING FURNITURE.

### PROFILE/DEMOGRAPHICS:

90% OF THE CONSUMERS ARE OVER THE AGE OF 50

40% SELL THE PRODUCTS THEY CREATE

OVER 70% HAVE ATTENDED COLLEGE OF HIGHER

EXCHANGE AND REUSES ARE AVAILABLE.

TELEMARKETING IS NOT AVAILABLE.

CANCELLATION CHARGE IS \$100/F.

UPDATED QUARTERLY

### ALSO AVAILABLE:

FOX CHAPEL PUBLISHING MASTERFILE  
FOX CHAPEL PUBLISHING MASTERFILE-DATAMATCH  
SCROLL SAW WOODWORKING AND CRAFTS SUBSCRIBERS  
WOODCARVING ILLUSTRATED SUBSCRIBERS

### SELECTIONS:

STATE/SCF/ZIP \$ 8.00/M  
GENDER \$ 8.00/M

### ADDRESSING:

E-MAIL \$ 50.00/F  
FILE TRANSFER PROTOCOL \$ 50.00/F

ORDERS CANCELLED/CUTBACK AFTER SHIPMENT MUST BE CONFIRMED IN WRITING BY LIST SERVICES CORPORATION. ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE SUBJECT TO PAYMENT AT FULL RENTAL PRICE. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A \$50 CANCELLATION FEE. SAMPLE MAIL PIECE REQUIRED.