



**McCARTHY MEDIA GROUP, INC.**

Lists • Inserts • Custom Lead Generation

**BACKWOODS LIVING**

238,921	Backwoods Living .....	\$95.00/M
19,057	30 Day Hotline.....	+\$10.00/M
57,233	90 Day Hotline.....	+\$7.50/M
81,114	Multi's.....	+\$10.00/M
136,609	E-Mail.....	+\$55.00/M

**BACKWOODS LIVING** can be a great marketplace for people who want to learn more about living in the backwoods and off the grid. They are in search of DIY products, publications and advice to help get on the path to country living, farmettes, cooking, canning, clean and safe water, health, supplements, independent energy, homestead building, working from home, firearms, safety and self-defense.

Just updated, these men, women and families have the desire to pursue personal independence, self-sufficiency and their dreams. This is a perfect fit for most home energy, security, gardening offers, health and vitamins, supplements, backwoods building, self-reliance and defense.

**SELECTIONS:** State, SCF & Zip \$5.00/M, Gender \$5.00/M, 1 mo Hotline \$10.00/M, 3 mo Hotline \$7.50/M, 6 mo Hotline \$5.00/M

**TERMS:** Net name will be calculated against mailer's merge. Computer verification must be supplied. List owner requires gross payment on selection charges. Payment must be received within 60 days of mail date or order will revert back to gross names. Cancelled orders are subject to a \$100/F cancellation fee plus run charges and shipping. All orders cancelled after mail date or merge purge are required to pay in full.

**FOR MORE INFORMATION, COUNTS AND CLEARANCES  
 CALL YOUR LIST BROKER OR  
 McCARTHY MEDIA GROUP, INC.  
 PHONE: 608-837-4343  
 mmg.greenlinks@charter.net**



**BACKWOODS LIVING**

**UPDATE SCHEDULE**

MONTHLY

**GENDER**

73% MALE

26% FEMALE

**SOURCE:** Direct Response

**MINIMUM ORDER**

7,500

**NET NAME**

Inquire

**ADDRESSING**

FTP \$59.00 Flat

E-Mail \$59.00 Flat

**Sample Mail Piece**

Required for Each Order