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Mailing List
HAB-2016
MIN #83312
SRDS #751494-000

COUNTRY CRITTERS, INC.
Catalog of Teddy Bears & Plush Toys

Response List. 85% At Home Address. 63% Female.

Country Critters, Inc. started production in a Kansas plant to fulfill their catalog orders. They soon had to increase production by farming out the most popular teddy bears and plush toys to a manufacturer in China.

Their "critters" range from \$19 cuddly bears to \$300 giant teddy bears, with a whole range of plush toys between these two extremes, including hand-held puppets and accessories, such as "teddy bear furniture and clothing."

Although they are a major supplier to chain stores and gift shops, they also maintain a large direct marketing effort targeted to the gift buyer, special events such as birthdays, anniversaries, and graduations.

Selects include recency, geography, and gender. There is no age select available. Average order size is \$79.

Ideal List Selection Choice For:

Birthdays & Parties
Gift Catalogs
Travel
Youth Gifts
Toys

Greeting Cards
Subscriptions & Books
Sports Camps
Christmas Catalogs
Valentine's Gifts

1 COUNTRY CRITTERS 44,646

Minimum Order 5000 addresses. All records 12 months or less. Updated quarterly. Brokers welcomed.

Base Price:	\$110/M	3-Months:	\$15/M
E-Mail/FTP:	\$50	6-Months:	\$10/M
Key Coding:	\$5/M	Selects (Geo/Gender):	\$5/M