

Households *with a* Gardening Interest

List Name	Count	Rate	Special Rate	Notes
Click list names below to view datacards				
AICR Enhanced Database	298,800*	\$85/M		*Garden Count
American Lung Association Donors by Interest	7,500*	\$95/M		*Farm & Garden Count
Arbor Day Foundation Member Masterfile	800,000	\$80/M		12 Month Members; Strong gardening usage
Arbor Day Foundation Give-A-Tree Donors	200,000	\$90/M		12 Month Donors; Strong gardening usage
Arts & Crafts Homes & the Revival Active Subs	19,100	\$105/M	\$75/M	40% Gardening/Seed Purchase
Belvoir Media Group Corporate Enhanced Database	665,000*	\$105/M +\$15/M	\$90/M → Catalog Rate \$70/M → Fundraiser Rate;	*Gardening Count
Book Readers of America	2,354,000*	\$75/M		*Gardening Count
Christian Appalachian Project Donors by Interest	350,300*	\$90/M		*Gardening Count
Constructive Playthings Z24 Buyers	98,900*	\$95/M +\$23/M	\$65/M +23/M	*Gardening Count
Cystic Fibrosis Foundation Donors by Interest	203,800*	\$90/M		*Gardening Count
Dr. Andrew Weil's Self Healing Newsletter Enhanced	18,500*	\$105/M	\$80/M → Catalog Rate \$75/M → Fundraiser Rate;	*Gardening Count
Easter Seals Select Donors by Interest	483,400*	\$75/M		*Gardening/Farming Count
Garden & Gun Active Subscribers	131,500	\$105/M	\$80/M → Catalog Rate \$75/M → Fundraiser Rate	
Graphik Dimensions	32,000	\$85/M	\$65/M	57% Interested in Gardening
Guideposts Book Buyers Gardening Interest	66,800	\$100/M		Self reported gardeners who have recently purchased gardening books, videos or magazines through the mail.
Guideposts Enhanced Database	1,258,700*	\$100/M	\$75/M	*Gardening Count

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HFM Enriched Database Home & Hearth	898,200*	\$105/M +\$12/M		*Count calculated from subcategories: Gardening/Plants, Flower Gardening, House Plants, Outdoor Gardening, Home Life - Crafts & Gardening, Vegetable Gardening
HFM Z24 Catalog Buyers Database	6,939,600 Annual Inserts	\$85/M		Categories: Gardening Supplies/Seeds/Flowers, Gardening Decor
Home Arts Cooking & Gardening PIP	627,000	\$65/M		Includes members of the National Home Gardening Clubs (www.gardeningclub.com)
J. Marco Catalog	102,700	\$110/M	\$70/M	56% Home & Gardening Interest
Kinsman Company Gardeners Catalog	44,500	\$85- \$90/M	\$65/M	
Metropolitan Home Magazine	215,500	\$105/M	\$80/M → Catalog Rate \$75/M → Fundraiser Rate	
National Wildlife Federation Donors by Lifestyle	387,200*	\$85/M		*Gardening Count
National Wildlife Federation Habitat Members	31,500			Members who have certified their backyards, gardens or balconies as being wildlife friendly.
Old House Interiors Active Subscribers	20,300	\$105/M	\$75/M	40% Gardening/Seed Purchase
Peaceful Valley Farm & Garden Supply Buyers	24,100	\$110/M	\$75/M	www.groworganic.com
Rockler Woodworking & Hardware Enhanced Buyers	125,200*	\$85/M	\$70/M	*Gardening Count
Seeds of Change Catalog Buyers	97,400*			*Exchange Only
Time Inc Corp Database Home & Garden	5,750,000*	\$95/M +\$15/M	\$65/M → Catalog Rate \$70/M → Fundraiser Rate; *Gardening Count	
VFW Non Member Donor Homestyles	700,000*	\$90/M	-\$15/M	*Gardening Interest; The VFW Member list is not available
Wealthy Gardeners	333,100	\$90/M		Have purchased gardening books, tools, bulbs, seeds and organic gardening products, and subscribe to magazines and newsletters about gardening.

