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MLCS & Penn State Co-Op Database

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MLCS & Penn State Co-Op Database

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With These Woodworking Buyers!***

It's the best of both worlds: the Penn State Industries and MLCS, Ltd. customer name files - all in one database. These two quality woodcraft supply catalogs have been targeting their coop mailing to handyman hobbyists for years. Now these highly responsive individuals can be reached through one convenient database which consists of the unduplicated buyers from both the MLCS and Penn State catalogs. Penn State is known throughout the industry for specializing in unique, professional quality, yet affordable products which are sold straight through direct mail. The MLCS catalog features a wide selection of router bits and accessories, supplying the weekend hobbyist and the professional craftsman with quality woodworking products.

Demographics: • Average Age: 53 • Average Income: \$56,000

Recommended Usage:

- Woodworking offers related to machinery, shop equipment, power and hand tools, remodeling, home improvement, do-it-yourself projects, magazine subscriptions, and books.
- Also recommended for other male-related offers such as automotive, tobacco products, sports and apparel, magazines and books geared toward men.

***For more information, contact Roxanne Hatfield at:
913-338-5055 ext. 241 or roxanne@listlocators.com***