

# GEAR UP HOBBYIST RESPONSE

**WITH THESE ACTIVE SUBSCRIBERS...**



**Live Steam & Outdoor Railroading**  
6,228

**Home Shop Machinist**  
18,184

**Machinist's Workshop**  
13,249

**Village Press Masterfile**  
26,354

For more information contact List Locators & Managers  
at: (800) 487-8720 or [www.listlocators.com](http://www.listlocators.com).

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# Village Press

## ***GEAR UP HOBBYIST RESPONSE WITH THESE ACTIVE SUBSCRIBERS!***

The Village Press Masterfile now contains the unduplicated subscribers of four popular magazines published by Village Press: Home Shop Machinist, Machinist's Workshop, Live Steam & Outdoor Railroading and now also Digital Machinist. These active subscribers have varied hobbies ranging from precision metalworking to large-scale model railroading. A primarily male file, these readers are active hobbyists who enjoy woodworking, models, and metalworking, as well as a vast array of do-it-yourself projects.

***Demographics:*** Primarily Male  
Average Age: 55  
Average Income: \$56,900

### ***Recommended Usage:***

- Woodworking, metalworking, and do-it-yourself offers.
- Men's outerwear, tobacco products, and sporting gear.
- Craft and hobby offers, as well as catalog, book, and magazine subscriptions.
- Health products, life and health insurance, travel and vacation.
- Business and investment opportunities, credit cards and fundraising.

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