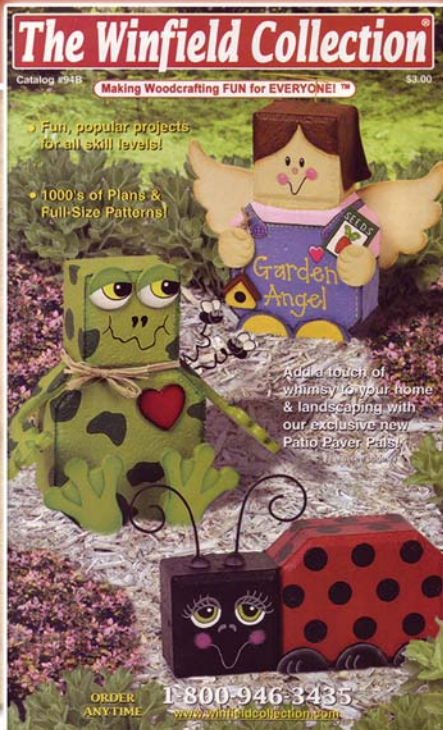


# A PATTERN OF SUCCESS

With Buyers in the Woodcrafting Market



## The Winfield Collection

12,513 3 Month Buyers

24,391 6 Month Buyers

44,135 12 Month Buyers

1,000,000 ~~Annual Catalog Blow-In~~

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# The Winfield Collection

## A Pattern of Success

### With Buyers in the Woodcrafting Market

The Winfield Collection file will put you in touch with thousands of active woodcrafters who have either purchased full-size patterns and supplies through direct mail, or paid to receive The Winfield Collection catalog. The full color catalog showcases over 2,000 easy-to-make projects ranging from clever yard ornaments to down-home pieces of country decor. The enthusiastic woodcrafters on this list are mostly of beginning and intermediate skill levels who enjoy making new and unique projects for themselves, or to give as gifts to friends and relatives.

**Demographics:** 50% Male (can select)  
Average Age: 53  
Average Income: \$48,000

**Recommended Usage:**

- All woodworking offers for machinery, shop equipment, power and hand tools, remodeling, home improvement, do-it-yourself projects, magazine subscriptions, and books
- Other recommended usage includes all catalogs with country themes and craft product offers.

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