

# Moran Direct, Inc.

710 N. Post Oak Rd., Ste. 520 – Houston, TX 77024  
Telephone: 713-880-3725 -- Fax: 713-263-7647

## Gourmet Center “A Cookie Lover’s Catalog”

Updated April 15, 2010

### Approximate Counts

9,099	2010 Hotline Buyers (1/1/10 – 4/15/10) .....	\$100.00/M
36,734	2009 Buyers (Last 12 Mos.) .....	\$95.00/M
31,058	2008 Buyers (13 – 24 Mos.) .....	\$90.00/M
35,249	2007 Buyers (25 – 36 Mos.) .....	\$85.00/M
	Fundraiser/Publisher Rate .....	\$75.00/M
	Competitive Offers .....	\$115.00/M

SPECIAL NON-FOOD MAILERS RATE OF \$65/M + Selections

*Mail Order Buyers of European Cookies, Pastries, Chocolates and other Epicurean Specialties. These upscale mail order catalog buyers are gift buyers as well as self-buyers. Gourmet Center mails 4 seasonal gift catalogs annually. Since 1985, San Francisco based Gourmet Center has developed a specialty food catalog catering to customers that have discovered **Biscoff** cookies and other Gourmet Center products while traveling.*

### Profile

- 100% Direct Mail
- 63% Known Female; 22% Known Male and 15% Unknown
- 70% White Collar/Professionals
- Average Income \$75,000; Average Age 47
- Average Purchase \$74
- Frequent Travelers
- This file is updated once a year in March

### Selection Charges

- State/SCF/Zip .....
- Gender Select .....
- Key Code .....
- Dollar Amount: 2009 Buyers
  - ◆ \$30+ Buyers (38,750) .....
  - ◆ \$40+ Buyers (33,313) .....
  - ◆ \$50+ Buyers (29,995) .....
- Magnetic Tape (Non-Refundable) .....
- P/S Labels .....
- Rush Charge (72 Hour Service) .....
- FTP Service .....

Minimum Order: 5,000 Sample Mailing Piece Required  
Commissions: 20% to SRDS Listed Brokers; 10% to Agencies and In-house Brokers  
Inquire about Running charge Fees for Canceled Orders.

For additional information, or to place an order, please contact Yvonne Moran  
Telephone: (713) 880-3725, Fax: (713) 263-7647, E-mail: ymoran@morandirect.com