



THE COMPLETE DIRECT MARKETING PLANNING SYSTEM

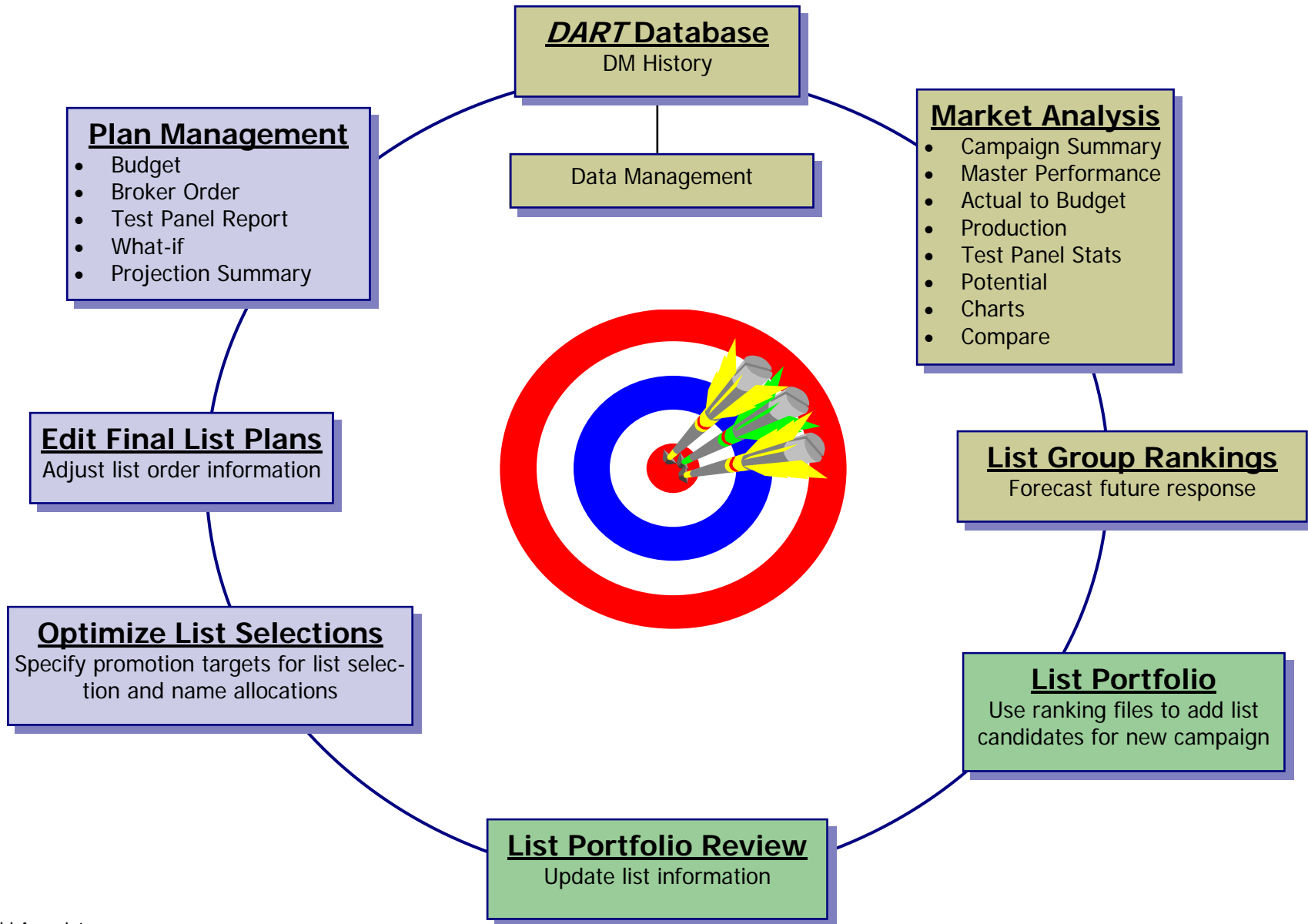
SAMPLE REPORTS



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DARTexpert™

The Ultimate Planning System for Direct Marketers



STEP ONE: BUILD A DATABASE OF PAST RESULTS

Building an historical database of direct response history is the first step in making **DARTexpert** your total direct marketing planning tool. Using **DART's Import Wizard** your direct response information can be easily imported directly from your order entry system or from Excel. Next, your **DART** database can be customized to include field nomenclature and calculation variations unique to your direct marketing program. List names and selection classifiers can be standardized using **DART's Master Table** methodology. You can specify data entry “preferences” such list cpm or total list costs. Updated information including recent order counts, pay-up, costs and backend reorder information can be electronically imported to update your database as needed.

DART's Project to Final response curves can be triggered to estimate final results for active campaigns. Finally, all **DART** reports can be exported to Excel and emailed.

Import Wizard

Import File

Add all import rows to the current campaign
 Update existing campaign rows with imported data

Ignore unmatched import rows
 Primary Match Column

 Secondary Match Column

Import Records are in Match Column Order
 Import File Names (Universe, Input, Mailed, Test) are in Thousands (M)
 Ignore empty import cells

Updates Through (yyyy/mm/dd):

DARTexpert: SAMPLE

File View Options Help

Control Center

Campaigns
 Campaign Analysis
 List Group Rankings
 List Portfolios
 List Portfolio Review
 Plan Projections
 Plan Management
 Project To Final Spreads
 Master Tables

List
 Category
 Broker
 Type Class
 Recency Cls
 Address Cls
 Gender Cls
 Trend Cls
 Classifier 6
 Classifier 7
 Classifier 8
 Classifier 9
 Classifier 10

Control Center

Direct Marketing History

Plan Management

Market Analysis

Edit Plan Projections

DARTexpert™
Planning Roadmap

List Group Rank

2001-06M: 2001: JUNE Main File thru July 15

File Edit Tools Options

	List Name	Selection	Broker	Package	Version	
1	Accents	3 MO DMS	LAI	Double Postcard	Free Issue/Prem	
2	Arc Wood BB	96-97 BOOK BUYERS OMIT	LAI	Double Postcard	Free Issue/Prem	
3	Argent	L 3MO HOTLINE PAID	LAI	Double Postcard	Free Issue/Prem	Comm.
4	BarBQs	1997	DIRECT	Double Postcard	Free Issue/Prem	
5	Consumers Only	L 4MO PD DMS MEN	LAI	Double Postcard	Free Issue/Prem	
6	Creative Ideas for L	6 MO COA	LAI	Double Postcard	Free Issue/Prem	
7	Decorating Journal	L 3MO PD DMS NON-AGT	LAI	Double Postcard	Free Issue/Prem	

Ready

DART'S UNIQUE DATA EDITING TOOLS ASSURE DATABASE ACCURACY

DART'expert's unique data editing technology lets you quickly and thoroughly add value to your direct marketing history. **DART** is organized by product databases. Each product database contains campaigns of historical and current direct marketing activity. Each campaign can hold unlimited list records. Each list record can hold over 280 data items.

Name	Prompt	Active	Use In Campaign Portfolio	Use In List Projection	Use In Plan Projection	Short Header	Long Header
LIST_COST	<<LIST>> <<COST>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<<LIST>> <<COST>>	<<LIST>> <<COST>>
LIST_CPM	<<LIST>> <<C>>PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<<LIST>> <<C>>PM	<<LIST>> <<C>>PM
LIST_COSTI	<<LIST>> <<COST>> (incl TP)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<<LIST>> <<COST>> (incl TP)	<<LIST>> <<COST>> (incl TP)
MAIL_COST	Mail <<COST>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Mail <<COST>>	Mail <<COST>>
MAIL_CPM	Mail <<C>>PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Mail <<C>>PM	Mail <<C>>PM
MC2_PMGOST	<<CYCLE2>> Promo <<COST>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<<C2>> Promo	<<CYCLE2>> Promo \$
MC2_PMPM	<<CYCLE2>> Promo <<C>>P<<C>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<<C2>> P<<C>>P<<C>>	<<CYCLE2>> Promo<<C>>
MC3_PMGOST	<<CYCLE3>> Promo <<COST>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<<C3>> Promo	<<CYCLE3>> Promo \$
MC3_PMPM	<<CYCLE3>> Promo <<C>>P<<C>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<<C3>> P<<C>>P<<C>>	<<CYCLE3>> Promo<<C>>
I_E_COST	IntEnt <<COST>>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	IntEnt\$	IntEnt <<COST>>
I_E_CPI	IntEnt\$ Inquiry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	IntEnt\$	IntEnt\$ Inquiry
O_E_COST	OrdEnt <<COST>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<<ORD>>Ent\$	<<ORD>>Ent <<COST>>
O_E_CPGO	OrdEnt\$ /G <<ORDER>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<<ORD>>E/G<<ORD>>	<<ORD>>Ent\$ /G<<ORDER>>
O_E_CPNO	OrdEnt\$ /N <<ORDER>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<<ORD>>E/N<<ORD>>	<<ORD>>Ent\$ /N<<ORDER>>
RPST_ICOST	Ret Int Postage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ret Int Postage	Ret Int Postage
RPST_CPI	Ret Post Inquiry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RetPost Intq	RetPost Intq
RPST_COST	Ret <<ORDER>> Postage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Ret<<ORD>> Post	Ret <<ORDER>> Postage
RPST_CPGO	Ret Post/G <<ORDER>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	RetPost /G<<ORDER>>	RetPost /G<<ORDER>>
RPST_CPNO	Ret Post/N <<ORDER>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	RetPost /N<<ORDER>>	RetPost /N<<ORDER>>
RPST_CPOO	Ret Post/O <<ORDER>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	RetPost /O<<ORDER>>	RetPost /O<<ORDER>>
BILL_COST	Bill <<COST>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Bill <<COST>>	Bill <<COST>>
BILL_CPGO	Bill \$/G <<ORDER>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Bill \$ /G<<ORDER>>	Bill \$ /G<<ORDER>>
BILL_CPNO	Bill \$/N <<ORDER>>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Bill \$ /N<<ORDER>>	Bill \$ /N<<ORDER>>

Existing **DART** data fields can be activated and customized as needed. New data fields can be created and used in special formulas developed for each product database.

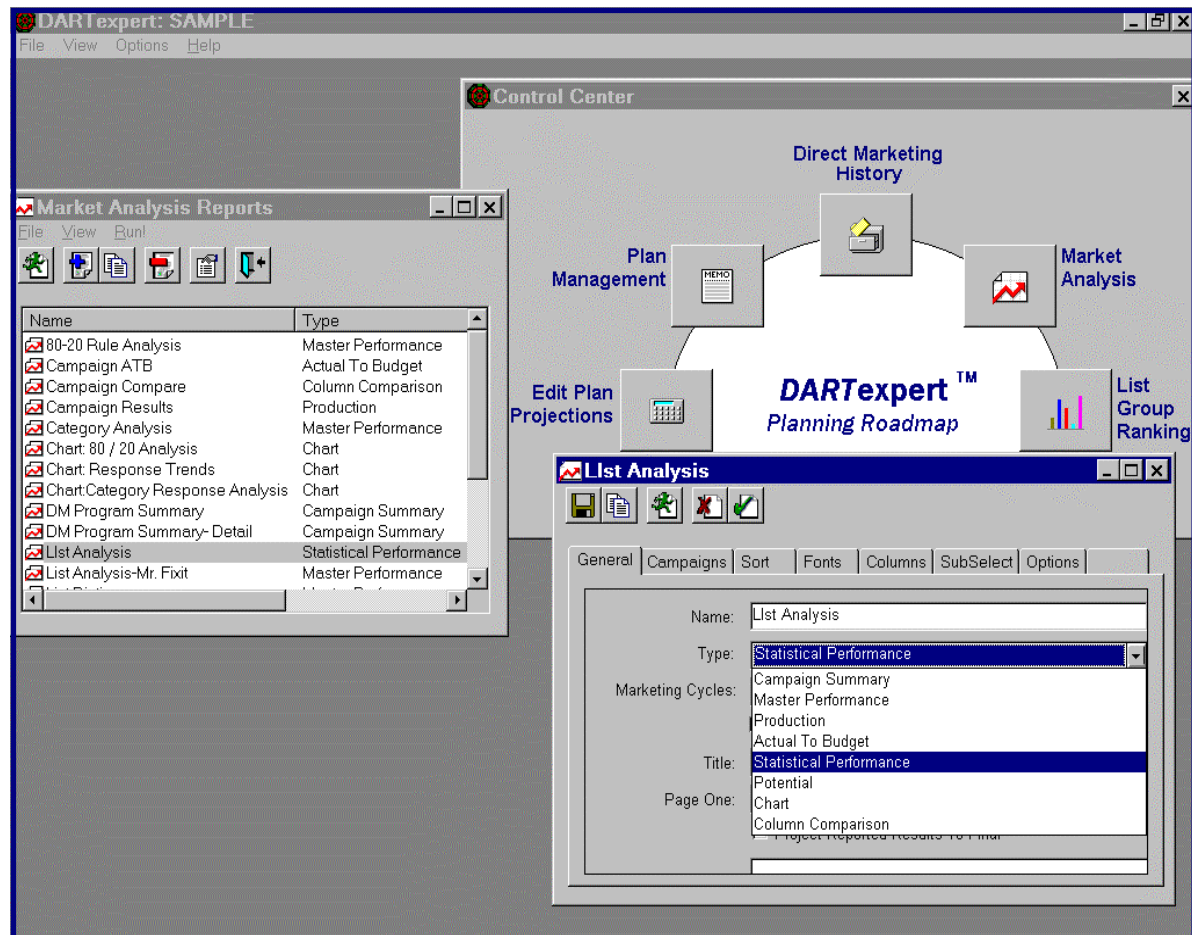
List records can be updated directly from order entry systems across all campaigns...past and present.

The image displays three screenshots from the DART software interface:

- Top Screenshot:** A table with columns: List Name, Selection, Trend Cls, Universe, Category, Names Ordered, Names Mailed, Gross Orders, Credit Orders, Net Orders, Initial Revenue, Average, List CPM, Mail CPM, and Mnt/Co. It lists various campaigns such as 'Solar Club' and 'Woodworking'.
- Middle Screenshot:** A 'Column Selection' dialog box showing 'Available Items' on the left and 'Selected Items' on the right. 'Available Items' includes 'Fully Loaded Cost', 'Gross % of Inquiries', 'Gross Response %', etc. 'Selected Items' includes 'List Name', 'Selection', 'Trend Cls', etc.
- Bottom Screenshot:** A 'Global Data Entry' table with columns: List ID#, Campaign Name, List Name, Selection, Category, Trend Cls, Package, Version, Universe, Names Ordered, Names Mailed, Test Names, and Gross Resp. It shows a list of campaigns with their respective metrics.

STEP TWO: ANALYZE YOUR DIRECT MARKETING PROGRAM

DARTexpert features eight master report formats for reporting and analyzing your direct mail program. With **DART**'s unique list segmentation, indexing, and profitability benchmarks you can slice your response data and evaluate your direct marketing performance in virtually unlimited ways. The management report package can be customized by you to automatically zero in on the critical market factors important to your direct marketing program's success. Seasonality, the 80/20 Rule, response layering, list group segmentation, test panel analysis, market roll-outs, and many other "what-if" scenarios can be quickly, thoroughly and accurately called up and displayed. Reports results can be printed, exported to spreadsheet formats, or emailed.



Market Analysis

SAMPLE REPORT DESCRIPTIONS

	Page
<u>Campaign Summary</u>	A-1
Provides an overview of your entire direct marketing program and summarizes results by campaign. Relative performance indices can be shown against the overall average for all campaigns or against a specific campaign.	
<u>Master Performance – List Detail</u>	A-2
A versatile format for analyzing performance in virtually unlimited ways. Records can be sorted in many sub group rankings, selected individually or in like groups using Boolean logic (if..then, and, or) and ranked as groups. All database items can be shown for each list record including performance through 3 marketing cycles and by various cost and profitability benchmarks. Performance indices are computed for response and profit results to show how each list performed relative to its campaign peer group.	
<u>Master Performance – List Dictionary</u>	A-3
Lists can be grouped and ranked by name to form a consistent “dictionary” of your database. Many sub-sorts can be applied to each group. In this example, the secondary ranking is campaign. <i>DART</i> ’s indexing system compares each list’s performance to the average for all qualified lists in a promotion group. The relative performance of lists can be analyzed and compared over many campaigns with seasonal patterns, price, offer and package differences factored out.	
<u>Master Performance – “80/20 Rule” Analysis</u>	A-4
Lists can be grouped and ranked by subtotals with results shown as a percent of total response performance for all lists mailed during the period. In this example, list groups are ranked by most net orders produced during a three-year period. The top seven lists produced 57% of all paid orders produced by 50% of names mailed. This analysis helps focus on core marketing segments.	
<u>Production – Campaign Analysis</u>	A-5
Profiles campaign results showing individual and cumulative performance. This format is useful for determining breakeven mailing levels for a promotion group and mailing depth.	
<u>Actual to Budget</u>	A-6
Compares actual results to budget and ranks lists by response variance. This “report card” analysis provides a list by list performance review and promotes list selection accountability.	

CAMPAIGN SUMMARY

Database: Magazine Sample Database
 Report Name: 01-DM Program Summary

Date: 02/18/2005
 Time: 17:07:14

Campaign(s):	2005-01M 2005: JAN Main File	2004-10M 2004: OCT Main File	2004-07M 2004: JUL List Tests
	2004-02H 2004: FEB Hotline	2003-10M 2003: OCT Hotline Final	2003-07T 2003: JULY Test Panels
	2003-07M 2003: JULY Main File	2002-09M 2002: SEP Hotline Final	2002-07T 2002: JUL Test Panels
	2002-07MF 2002: JUL Main File	2002-05M 2002: MAY List Tests	2002-01T 2002: JAN Test Panels
	2002-01MF 2002: JAN Main File	2001-09M 2001: SEP Main File	

Ranked by Campaign Name

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.
 Indexes Relative to Report Totals.

Notes: Provides overview of direct marketing program. Summarizes results by campaign.

<u>Rank</u>	<u>Campaign Name</u>	<u>Campaign Description</u>	<u>List Count</u>	<u>Names Mailed</u>	<u>Gross Orders</u>	<u>Gross Resp%</u>	<u>GResp Index</u>	<u>Net Orders</u>	<u>Net Resp%</u>	<u>Payup/ GOrder</u>	<u>NResp Index</u>	<u>Total Revenue</u>	<u>Loaded Cost</u>	<u>Loaded Profit</u>	<u>Loaded Prf/Ord</u>	<u>LPrf Index</u>
1	2001-09M	2001: SEP Main File	40	173,827	11,578	6.66%	111	4,369	2.51%	37.7%	114	\$47,839	\$80,782	(\$32,943)	(\$7.54)	107
2	2002-01MF	2002: JAN Main File	46	2,102,460	165,116	7.85%	131	71,634	3.41%	43.4%	154	\$785,834	\$1,067,024	(\$281,190)	(\$3.93)	133
3	2002-01T	2002: JAN Test Panels	9	189,991	13,514	7.11%	118	5,768	3.04%	42.7%	138	\$64,494	\$74,870	(\$10,376)	(\$1.80)	156
4	2002-05M	2002: MAY List Tests	26	135,647	5,922	4.37%	73	1,732	1.28%	29.2%	58	\$20,675	\$55,655	(\$34,980)	(\$20.20)	67
5	2002-07MF	2002: JUL Main File	57	2,028,366	122,229	6.03%	100	42,162	2.08%	34.5%	94	\$503,237	\$916,376	(\$413,139)	(\$9.80)	99
6	2002-07T	2002: JUL Test Panels	9	224,683	13,790	6.14%	102	4,653	2.07%	33.7%	94	\$56,006	\$86,316	(\$30,310)	(\$6.51)	117
7	2002-09M	2002: SEP Hotline Final	16	364,820	25,687	7.04%	117	7,532	2.07%	29.3%	94	\$89,618	\$168,760	(\$79,142)	(\$10.51)	96
8	2003-07M	2003: JULY Main File	37	1,528,672	67,537	4.42%	73	19,829	1.30%	29.4%	59	\$232,335	\$626,805	(\$394,470)	(\$19.89)	67
9	2003-07T	2003: JULY Test Panels	7	140,065	5,853	4.18%	70	2,291	1.64%	39.1%	74	\$28,536	\$48,140	(\$19,604)	(\$8.56)	107
10	2003-10M	2003: OCT Hotline Final	10	137,874	10,594	7.68%	128	3,822	2.77%	36.1%	126	\$45,636	\$64,020	(\$18,384)	(\$4.81)	129
11	2004-02H	2004: FEB Hotline	14	315,363	24,138	7.65%	127	10,238	3.25%	42.4%	147	\$112,204	\$162,259	(\$50,055)	(\$4.89)	125
12	2004-07M	2004: JUL List Tests	12	59,578	1,880	3.16%	52	601	1.01%	32.0%	46	\$8,996	\$26,154	(\$17,158)	(\$28.55)	62
13	2004-10M	2004: OCT Main File	19	325,792	18,812	5.77%	96	4,280	1.31%	22.8%	60	\$25,680	\$225,090	(\$199,410)	(\$46.59)	21
14	2005-01M	2005: JAN Main File	35	635,942	16,173	2.54%	42	5,718	0.90%	35.4%	41	\$195,577	\$402,780	(\$207,202)	(\$36.24)	88
Grand Totals:			337	8,363,080	502,823	6.01%	100	184,629	2.21%	36.7%	100	2,216,668	4,005,032	(\$1,788,364)	(\$9.69)	100

CATALOG LIST DETAIL: Kitchen Things

Database: CATALOG-NEW
Report Name: Record Details

Date: 02/18/2005
Time: 17:10:59

Catalog(s): 2002-03 II O SPRING 2002 CATALOG-OUTSIDE 2002-01 I EARLY SPRING 2002 CATALOG 2001-09 IV FALL 2001 CATALOG
2001-05 III SUMMER 2001 CATALOG

Selection: Select all records where List Name = 'KITCHEN THINGS'

Ranked by List Name

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

Category Key Manager	List Name Selection Package Version House/Outside Gender	Season Rent/Exch C/R/T Recency Dollar Trend Slct Class	Univ(M) Names Ordered(M) - NEW Input Names Output(M) M/P % Net Name % Mail Bal	Orders Resp% R%Idx Credit% NOrds Pay/CO	Revenue AveOrd TRev/Bk TRev/Ord TRevenue InitUnits	Revenue Index AvgUPO Returns Return \$ /Return Ret%/GO	ListCost List(w/TP) BListCPM TListCPM TP Names Run Charge Select Charge	OrdEnt\$ OE/GOrd S/H Cost S/H Cost PO Cancels Cancel \$ /Order	COGS COGS % TFI Cost FIC/Bk Fifi/Ord Premium \$	CatCost CatCPM Ld Cost LC/Bk Ld CPO Ld ROI	Soldouts Soldout \$ BC/GOrd TUnflDmd\$ /Bk TUnflDmd PO	Contr/Ord CTOP/M Net Rev NetRevIdx NetRev/Ord
GIFT & HOMEKITCHEN THINGS		4-FALL	38.0	283	\$28,329	95	\$1,155	\$120	\$13,286	\$8,080		\$5,522
EJ019	6 MOS \$75+ ZE	E-EXCH	0.000	1.43%	\$100.10	1.000	\$1,155	\$0.43	46.90%	\$408	6	\$19.51
JONES		C-CONTINUATION	25.671	101	\$1.52	3	\$45	\$649	\$23,603	\$24,492	\$316	\$279
	\$10 OFF PURCHASE	D 6-12 MOS	19.805	0.00%	\$106.05	\$149	\$58	\$2.30	\$1.192	\$1.24	\$1.12	
2001-09 IV	O-OUTSIDE	3- 75+	77.1%	283	\$30,013	\$49.75	0.000	6	\$83.40	\$86.54	\$888	\$29,125
	N-N/A		100.00%	0.00%		1.06%	\$0	\$423	\$311	1.225	\$0.045	149
		D3EN4O CE	12.3			283	\$0	\$1.49			\$3.14	\$102.914
GIFT & HOMEKITCHEN THINGS		3-SUMMER	38.0	302	\$30,565	100	\$1,410	\$128	\$14,824	\$9,529		\$4,630
EJ019	6 MOS \$75+ ZE	E-EXCH	0.000	1.31%	\$101.21	1.000	\$1,410	\$0.43	48.50%	\$414	3	\$15.33
JONES		C-CONTINUATION	30.003	110	\$1.41	3	\$47	\$791	\$27,021	\$27,733	\$153	\$201
	\$10 OFF PURCHASE	D 6-12 MOS	23.017	0.00%	\$107.16	\$145	\$61	\$2.62	\$1.174	\$1.21	\$0.51	
2001-05 III	O-OUTSIDE	3- 75+	76.7%	302	\$32,362	\$48.44	0.000	6	\$89.47	\$91.83	\$712	\$31,651
	N-N/A		100.00%	0.00%		0.99%	\$0	\$413	\$338	1.167	\$0.031	180
		D3EN3O CE	8.0			302	\$0	\$1.37			\$2.36	\$104.804

LIST RESULTS BY NAME

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: 02-List Dictionary

Time: 17:13:03

Campaign(s): 2005-01M 2005: JAN Main File 2004-07M 2004: JUL List Tests 2004-02H 2004: FEB Hotline
 2003-10M 2003: OCT Hotline Final 2003-07M 2003: JULY Main File 2002-09M 2002: SEP Hotline Final
 2002-07MF 2002: JUL Main File 2002-05M 2002: MAY List Tests 2002-01MF 2002: JAN Main File
 2001-09M 2001: SEP Main File

Ranked by List Name, Campaign Name

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

<u>Rank</u>	<u>Campaign Name</u>	<u>List Name</u>	<u>Selection</u>	<u>Trend Cls</u>	<u>Names Ordered</u>	<u>Names Mailed</u>	<u>Gross Orders</u>	<u>Gross Resp%</u>	<u>GResp Index</u>	<u>Payup/GOrder</u>	<u>Net Orders</u>	<u>Net Resp%</u>	<u>NResp Index</u>	<u>Base ListCPM</u>	<u>Loaded Pri/Ord</u>	<u>Loaded ROI</u>
1	2002-01MF	Accents	3 MO DMS	B	11.313	8.702	469	5.39%	69	45.2%	212	2.44%	71	\$71	(\$7.10)	0.61
2	2005-01M	Accents	3 MO DMS	B	8.702	6.991	162	2.32%	91	47.5%	77	1.10%	122	\$37	(\$17.86)	0.66
		Accents (2)			20.015	15.693	631	4.02%	80	45.8%	289	1.84%	97	\$56	(\$9.97)	0.63
3	2001-09M	Anthony's Magazine	L 30 DAY COA SUBS	A	6.126	4.712	309	6.56%	98	41.4%	128	2.72%	108	\$80	(\$6.30)	0.64
4	2002-07MF	Anthony's Magazine	L 30 DAY COA SUBS	A	28.038	21.567	1,169	5.42%	90	31.5%	368	1.71%	82	\$80	(\$14.37)	0.45
5	2005-01M	Anthony's Magazine	L 30 DAY COA SUBS	A	15.000	13.012	296	2.28%	89	33.1%	98	0.75%	84	\$96	(\$50.88)	0.40
		Anthony's Magazine (3)			49.164	39.291	1,774	4.52%	92	33.5%	594	1.51%	91	\$85	(\$18.65)	0.45
6	2004-07M	Arbor Day	L 3MO HOTLINE BYRS/MEMB	A	5.872	4.517	178	3.94%	125	33.7%	60	1.33%	132	\$71	(\$19.70)	0.43
		Arbor Day (1)			5.872	4.517	178	3.94%	125	33.7%	60	1.33%	132	\$71	(\$19.70)	0.43
7	2001-09M	Arc Hints/Tips	2000 BUYERS	A	5.677	4.367	355	8.13%	122	41.4%	147	3.37%	134	\$71	(\$3.62)	0.75
8	2002-07MF	Arc Hints/Tips	2001 BUYERS	A	81.219	62.474	4,329	6.93%	115	24.3%	1,052	1.68%	81	\$64	(\$15.66)	0.43
9	2003-07M	Arc Hints/Tips	2002 BUYERS	A	128.453	98.806	5,322	5.39%	122	20.2%	1,073	1.09%	84	\$29	(\$25.55)	0.32
		Arc Hints/Tips (3)			215.349	165.647	10,006	6.04%	120	22.7%	2,272	1.37%	100	\$43	(\$19.55)	0.38
10	2001-09M	Arc Press COA	L 3 MO	A	6.101	4.693	268	5.71%	86	35.8%	96	2.05%	81	\$74	(\$11.13)	0.49
		Arc Press COA (1)			6.101	4.693	268	5.71%	86	35.8%	96	2.05%	81	\$74	(\$11.13)	0.49
11	2001-09M	Arc Press Garden BB	2000 PAID MEN	B	5.231	4.024	231	5.74%	86	40.7%	94	2.34%	93	\$45	(\$6.55)	0.62
12	2001-09M	Arc Press Garden BB	2000 PAID WOMEN	C	5.616	4.320	232	5.37%	81	30.6%	71	1.64%	65	\$44	(\$13.41)	0.45
13	2005-01M	Arc Press Garden BB	2004 PAID WOMEN	C	4.320	2.982	62	2.08%	82	33.9%	21	0.70%	78	\$54	(\$49.72)	0.41
		Arc Press Garden BB (3)			15.167	11.326	525	4.64%	83	35.4%	186	1.64%	79	\$47	(\$14.04)	0.49
14	2002-07MF	Arc Wood BB	2001 BOOK BUYERS OMIT SOME B		19.999	15.383	888	5.77%	96	34.3%	305	1.98%	95	\$45	(\$8.71)	0.58
15	2005-01M	Arc Wood BB	2004 BOOK BUYERS OMIT SOME B		15.384	14.029	366	2.61%	103	38.8%	142	1.01%	113	\$43	(\$25.46)	0.57
		Arc Wood BB (2)			35.383	29.412	1,254	4.26%	100	35.6%	447	1.52%	104	\$44	(\$14.03)	0.58

LIST GROUPS RANKED BY MOST NET ORDERS

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: 03 80-20 Rule Analysis

Time: 17:17:08

Campaign(s): 2005-01M 2005: JAN Main File 2004-07M 2004: JUL List Tests 2004-02H 2004: FEB Hotline
 2003-10M 2003: OCT Hotline Final 2003-07M 2003: JULY Main File 2002-09M 2002: SEP Hotline Final
 2002-07MF 2002: JUL Main File 2002-05M 2002: MAY List Tests 2002-01MF 2002: JAN Main File
 2001-09M 2001: SEP Main File

Ranked by Descending Net Orders Subtotal Grouped by (List Name)

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

<u>List Rank</u>	<u>List Name</u>	<u>Names Mailed</u>	<u>Gross Orders</u>	<u>Gross Resp%</u>	<u>GResp Index</u>	<u>Payup/ GOrder</u>	<u>Net Orders</u>	<u>Net Resp%</u>	<u>NResp Index</u>	<u>Total Revenue</u>	<u>List Cost</u>	<u>Loaded Cost</u>	<u>Loaded \$/Order</u>	<u>Loaded Profit</u>	<u>Loaded ROI</u> Notes
1	Mister Fixit (22)	1,290,168	92,447	7.17%	116	43.7%	40,413	3.13%	127	\$459,304	\$138,049	\$639,631	\$15.83	(\$180,327)	0.72
	Subtotal %	17.2%	20.5%				24.1%			22.5%	20.5%	17.9%		11.8%	
	Cumulative Subtotal %	17.2%	20.5%				24.1%			22.5%	20.5%	17.9%		11.8%	
2	Consumers Only (16)	724,691	38,784	5.35%	96	36.0%	13,954	1.93%	101	\$180,521	\$49,219	\$321,183	\$23.02	(\$140,663)	0.56
	Subtotal %	9.7%	8.6%				8.3%			8.8%	7.3%	9.0%		9.2%	
	Cumulative Subtotal %	26.9%	29.1%				32.4%			31.3%	27.8%	26.9%		21.0%	
3	Homes and Things (10)	430,601	27,550	6.40%	102	45.8%	12,612	2.93%	113	\$143,571	\$45,168	\$209,578	\$16.62	(\$66,007)	0.69
	Subtotal %	5.8%	6.1%				7.5%			7.0%	6.7%	5.9%		4.3%	
	Cumulative Subtotal %	32.7%	35.2%				40.0%			38.4%	34.5%	32.8%		25.3%	
4	Homes Monthly (23)	388,165	24,132	6.22%	98	47.4%	11,446	2.95%	138	\$134,908	\$35,792	\$181,823	\$15.89	(\$46,915)	0.74
	Subtotal %	5.2%	5.4%				6.8%			6.6%	5.3%	5.1%		3.1%	
	Cumulative Subtotal %	37.9%	40.6%				46.8%			45.0%	39.8%	37.9%		28.4%	
5	HomeWork (5)	280,096	16,770	5.99%	100	42.8%	7,185	2.57%	109	\$89,862	\$20,260	\$129,906	\$18.08	(\$40,045)	0.69
	Subtotal %	3.7%	3.7%				4.3%			4.4%	3.0%	3.6%		2.6%	
	Cumulative Subtotal %	41.6%	44.3%				51.1%			49.4%	42.8%	41.5%		31.0%	
6	Science Book Club (6)	317,585	16,281	5.13%	113	38.1%	6,205	1.95%	112	\$85,171	\$22,737	\$152,346	\$24.55	(\$67,176)	0.56
	Subtotal %	4.2%	3.6%				3.7%			4.2%	3.4%	4.3%		4.4%	
	Cumulative Subtotal %	45.9%	47.9%				54.8%			53.5%	46.2%	45.8%		35.4%	
7	The Solar Club (9)	280,495	20,901	7.45%	133	28.8%	6,015	2.14%	111	\$72,955	\$30,590	\$147,774	\$24.57	(\$74,818)	0.49
	Subtotal %	3.7%	4.6%				3.6%			3.6%	4.5%	4.1%		4.9%	
	Cumulative Subtotal %	49.6%	52.5%				58.4%			57.1%	50.7%	49.9%		40.3%	

OCT 2004 RESULTS BY NET RESPONSE

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: 05-Campaign Results

Time: 17:22:05

Campaign(s): 2004-10M 2004: OCT Main File

Ranked by Descending Loaded Profit/Ord

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

Results Projected To Final.

<u>List Rank</u>	<u>Name</u>	<u>Selection</u>	<u>Cumulatives</u>													
			<u>Names Mailed</u>	<u>Gross Orders</u>	<u>Gross Resp%</u>	<u>Net Orders</u>	<u>Net Resp%</u>	<u>Payup/ GOrder</u>	<u>Loaded Prf/Ord</u>	<u>Names Mailed</u>	<u>Gross Orders</u>	<u>Gross Resp%</u>	<u>Net Orders</u>	<u>Net Resp%</u>	<u>Payup/ GOrder</u>	<u>Loaded Prf/Ord</u>
1	Creative Ideas for Life	6 MO COA	3.861	170	4.40%	58	1.50%	34.1%	(\$36.23)	3.861	170	4.40%	58	1.50%	34.1%	(\$36.23)
2	Homes and Things	L 6MO DTP ON-AGT MEN	11.214	704	6.28%	180	1.61%	25.6%	(\$38.55)	15.075	874	5.80%	238	1.58%	27.2%	(\$37.98)
3	Accents	3 MO DMS	7.272	370	5.09%	102	1.40%	27.6%	(\$39.47)	22.347	1,244	5.57%	340	1.52%	27.3%	(\$38.43)
4	Traditional Home	ACTIVE FEMALE SUBS	7.802	344	4.41%	106	1.36%	30.8%	(\$41.34)	30.149	1,588	5.27%	446	1.48%	28.1%	(\$39.12)
5	BarBQs	Actives	49.450	4,202	8.50%	824	1.67%	19.6%	(\$42.88)	79.599	5,790	7.27%	1,270	1.60%	21.9%	(\$41.56)
6	Natural Magazine	HOT PD DMS NON-AGT	9.492	456	4.80%	124	1.31%	27.2%	(\$44.94)	89.091	6,246	7.01%	1,394	1.57%	22.3%	(\$41.86)
7	Decorating Journal	L 3MO PD DMS NON-AGT	9.552	662	6.93%	146	1.53%	22.1%	(\$44.96)	98.643	6,908	7.00%	1,540	1.56%	22.3%	(\$42.16)
8	Arc Wood BB	2003 BOOK BUYERS OMIT SOME	2.081	702	5.81%	156	1.29%	22.2%	(\$45.25)	110.724	7,610	6.87%	1,696	1.53%	22.3%	(\$42.44)
9	Argent	L 3MO HOTLINE PAID	47.167	2,442	5.18%	596	1.26%	24.4%	(\$45.78)	157.891	10,052	6.37%	2,292	1.45%	22.8%	(\$43.31)
10	Salvage Magazine	L 3MO AT HOME ADDRESS	14.391	904	6.28%	188	1.31%	20.8%	(\$47.71)	172.282	10,956	6.36%	2,480	1.44%	22.6%	(\$43.64)
11	HomeWork	ZIP MATCHES	29.857	1,684	5.64%	380	1.27%	22.6%	(\$48.11)	202.139	12,640	6.25%	2,860	1.42%	22.6%	(\$44.24)
12	Mothers News	L 6MO DMS NON-AGT	6.776	394	5.82%	88	1.30%	22.3%	(\$48.14)	208.915	13,034	6.24%	2,948	1.41%	22.6%	(\$44.35)
13	Fix It Yourself	L 6MO ACTIVES	9.498	394	4.15%	124	1.31%	31.5%	(\$48.41)	218.413	13,428	6.15%	3,072	1.41%	22.9%	(\$44.52)
14	Wilson's Catalog	L 3 MO MOB	4.057	170	4.19%	44	1.09%	25.9%	(\$48.82)	222.470	13,598	6.11%	3,116	1.40%	22.9%	(\$44.58)
15	Homes Monthly	L 4-6 PD DTP NEW NON-AGT	10.032	434	4.33%	112	1.12%	25.8%	(\$49.21)	232.502	14,032	6.04%	3,228	1.39%	23.0%	(\$44.74)
16	The Times	3 MO HL DMS NON-AGT NEW	35.233	1,906	5.41%	398	1.13%	20.9%	(\$51.10)	267.735	15,938	5.95%	3,626	1.35%	22.8%	(\$45.44)
17	Consumers Only	L 4MO PD DMS MEN	41.900	1,836	4.38%	460	1.10%	25.1%	(\$52.28)	309.635	17,774	5.74%	4,086	1.32%	23.0%	(\$46.21)
18	The Solar Club	3rd QTR 04 INQUIRES	8.763	542	6.19%	106	1.21%	19.6%	(\$54.43)	318.398	18,316	5.75%	4,192	1.32%	22.9%	(\$46.41)
19	New Homeowners	L 3 SFDU BUYERS NON-CONDO	7.394	496	6.71%	88	1.19%	17.7%	(\$55.01)	325.792	18,812	5.77%	4,280	1.31%	22.8%	(\$46.59)
Grand Totals:			325.792	18,812	5.77%	4,280	1.31%	22.8%	(\$46.59)	325.792	18,812	5.77%	4,280	1.31%	22.8%	(\$46.59)

JAN 2005 ACTUAL TO BUDGET

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: 04-Campaign ATB

Time: 17:24:06

Budget Campaign: 2005-01B 2005: JAN Budget

Actual Campaign: 2005-01M 2005: JAN Main File

Selection: Select all records where List Name = 'ACCENTS'

OR List Name = 'ANTHONY'S MAGAZINE'

OR List Name = 'ARC PRESS GARDEN BB'

OR List Name = 'BB MAGAZINE'

Ranked by List Name

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

Results Projected To Final.

Variances Matched By: Key

Variance will show Simple Numeric Differences

<u>Rank</u>	<u>Campaign Name</u>	<u>List Name</u>	<u>Selection</u>	<u>Key</u>	<u>Names Mailed</u>	<u>Gross Resp%</u>	<u>Gross Orders</u>	<u>Payup/ GOrder</u>	<u>Net Orders</u>	<u>Net Resp%</u>	<u>List Cost</u>	<u>Mail Cost</u>	<u>Loaded Profit</u>	<u>Loaded Prf/Ord</u>
1	2005-01M	Accents	3 MO DMS	A119	6.991	5.13%	359	47.5%	171	2.45%	\$319	\$2,447	\$330	\$1.93
2	2005-01B	Accents	3 MO DMS	A119	6.991	3.40%	238	53.4%	127	1.82%	\$319	\$2,447	(\$1,989)	(\$15.66)
		Accents	3 MO DMS	A119	0.000	1.73%	121	-5.8%	44	0.63%	\$0	\$0	\$2,319	\$17.59
3	2005-01M	Anthony's Magazine	L 30 DAY COA SUBS	A135	13.012	5.04%	656	33.1%	217	1.67%	\$1,447	\$4,554	(\$3,759)	(\$17.32)
4	2005-01B	Anthony's Magazine	L 30 DAY COA SUBS	A135	13.012	4.80%	625	37.3%	233	1.79%	\$1,447	\$4,554	(\$5,197)	(\$22.31)
		Anthony's Magazine	L 30 DAY COA SUBS	A135	0.000	0.24%	31	-4.2%	-16	-0.12%	\$0	\$0	\$1,438	\$4.98
5	2005-01M	Arc Press Garden BB	2004 PAID WOMEN	A127	2.982	4.61%	137	33.9%	46	1.54%	\$234	\$1,044	(\$777)	(\$16.89)
6	2005-01B	Arc Press Garden BB	2001-01 PAID WOMEN	A127	2.982	4.29%	128	38.3%	49	1.64%	\$234	\$1,044	(\$1,099)	(\$22.43)
		Arc Press Garden BB	2004 PAID WOMEN	A127	0.000	0.32%	9	-4.4%	-3	-0.10%	\$0	\$0	\$322	\$5.54
7	2005-01M	B&B Magazine	1st QTR BUS ADDRESS	A120	21.219	8.28%	1,757	21.7%	381	1.80%	\$1,940	\$7,427	(\$10,520)	(\$27.61)
8	2005-01B	B&B Magazine	1st QTR BUS ADDRESS	A120	21.219	7.60%	1,613	24.2%	390	1.84%	\$1,940	\$7,427	(\$9,899)	(\$25.38)
		B&B Magazine	1st QTR BUS ADDRESS	A120	0.000	0.68%	144	-2.5%	-9	-0.04%	\$0	\$0	(\$621)	(\$2.23)
Grand Totals:2005-01M					44.204	6.58%	2,909	28.0%	815	1.84%	\$3,940	\$15,472	(\$14,726)	(\$18.07)
Grand Totals:2005-01B					44.204	5.89%	2,604	30.7%	799	1.81%	\$3,940	\$15,472	(\$18,185)	(\$22.76)
Total Variance					0.000	0.69%	305	-2.7%	16	0.04%	\$0	\$0	\$3,459	\$4.69

Market Analysis
SAMPLE REPORT DESCRIPTIONS

	Page
<u>Test Panel Analysis</u>	A-7
<p>Performs statistical analysis of test panel performance and is designed to compare package, price, and offer test results. This report format is also useful for tracking specific list group performance over several campaigns to determine stability and response trends. Results for each panel can be indexed against all panels. A +/- denotes statistical significance at specified confidence levels and the stability score indicates performance consistency (% of comparisons with no statistical difference).</p>	
<u>Market Potential Report</u>	A-8
<p>Projects potential mailing roll-out performance. Used to determine market depth and breadth. Future response performance can be projected using high-low-average response ranges or can be factored up or down according to expected market conditions and changes in marketing plans.</p>	
<u>Campaign Comparison Report</u>	A-9
<p>Uses a columnar format to compare list performance over recent campaigns.</p>	
<u>Chart Report</u>	A-10
<p>Three chart types can be used for reviewing results: pie, line and bar</p>	
<u>Special Analysis: Classifiers</u>	A-11
<p><i>DART</i> uses a unique system of Selection, Category and Classifier fields to segment lists into sub groups with similar marketing characteristics. Applied to lists across your entire database Classifiers help determine those market selections that are profitable and can help eliminate selection surcharges for those list groups that are not productive. A special "Trend" Classifier can be used to segment a list group into sub groups with similar performance expectations to enhance forecasting accuracy.</p>	
<u>Special Analysis: Lists Costs including net name arrangements/test panel donor costs</u>	A-12
<p>This report illustrates two reporting features by <i>DART</i>. Net name arrangements can be shown using net name %'s, run and selection charges. Lists contributing names to test panels are not penalized when comparing profitability by list.</p>	

TEST PANEL ANALYSIS - JULY 2003

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: 09-Test Panel Analysis

Time: 17:26:32

Campaign(s): 2003-07T 2003: JULY Test Panels

Ranked by Key

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

Indexes Relative to Report Totals.

Test Criterion: Net Response %

Test Significance: 99% Probability

Index Basis: Indexes Based on Report Totals

<u>List</u>	<u>Rank</u>	<u>Name</u>	<u>Selection</u>	<u>Key</u>	<u>Names Mailed</u>	<u>Gross Orders</u>	<u>Gross Resp%</u>	<u>GResp Index</u>	<u>Net Orders</u>	<u>Payup/ GOrder</u>	<u>Net Resp%</u>	<u>NResp Index</u>	<u>Lower</u>	<u>Upper</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	
1	Panel A	Control	9/11.97	0A909	20.008	836	4.18%	100	355	42.5%	1.77%	108	1.53%	2.02%	100	141+	98	101	143+	69-	171+	
2	Panel C	Control test	9/14.97	0A917	20.008	802	4.01%	96	251	31.3%	1.25%	77	1.05%	1.46%	71-	100	70-	71-	101	49-	121	
3	Panel B	Control test	9/12.97	0A925	20.009	818	4.09%	98	361	44.1%	1.80%	110	1.56%	2.05%	102	144+	100	103	146+	70-	173+	
4	Panel F	Three Cover Test	9/11.97	0A933	20.009	908	4.54%	109	351	38.7%	1.75%	107	1.52%	1.99%	99	140+	97	100	142+	68-	169+	
5	Panel H	Premium Sticker	9/11.97	0A958	20.010	902	4.51%	108	248	27.5%	1.24%	76	1.04%	1.44%	70-	99	69-	71-	100	48-	119	
6	Panel I	Premium on Payment	9/11.97	0A966	20.012	863	4.31%	103	517	59.9%	2.58%	158	2.29%	2.87%	146+	206+	143+	147+	208+	100	248+	
7	Panel D	Old Package 3rd Class	9/11.97	0A982	20.009	724	3.62%	87	208	28.7%	1.04%	64	0.86%	1.23%	59-	83	58-	59-	84	40-	100	
Grand Totals:					140.065	5,853	4.18%	100	2,291	39.1%	1.64%	100										

Stability: 29%

POTENTIAL MARKET UNIVERSE ROLLOUT

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: 13-Roll-out Potential

Time: 17:27:31

Campaign(s): 2004-07M 2004: JUL List Tests

Ranked by Descending Net Response %

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

Options: Market Potential will be calculated using the Low estimate for Gross Response

Gross Response Ranges will be calculated based on a 95% Probability Confidence Level

Potential input quantities will be based on the Mailable Balance count

Merge/Purge % used in projecting market potential will use Historical Values

<u>List Rank</u>	<u>Name</u>	<u>Selection</u>	<u>Universe</u>	<u>Names Ordered</u>	<u>Names Mailed</u>	<u>Gross Resp%</u>	<u>Gross Orders</u>	<u>Net Resp%</u>	<u>Net Orders</u>	<u>Loaded Prf/Ord</u>	<u>Cumulatives</u>					
											<u>Names Mailed</u>	<u>Gross Resp%</u>	<u>Gross Orders</u>	<u>Net Resp%</u>	<u>Net Orders</u>	<u>Loaded Prf/Ord</u>
1	Masters Publication	GARDEN 1MO HOTLINE \$50+	75.0	5.831	4.485	3.23%	145	1.41%	63	(\$16.68)	53.202	3.10%	1,650	1.35%	717	(\$17.79)
2	Arbor Day	L 3MO HOTLINE BYRS/MEMB	135.0	5.872	4.517	3.94%	178	1.33%	60	(\$19.70)	152.533	3.58%	5,459	1.31%	2,001	(\$19.50)
3	Mister Fixit	L3MO HOTLINE 30 DAY BUYERS	59.0	5.949	4.576	4.70%	215	1.31%	60	(\$23.12)	193.340	3.78%	7,303	1.30%	2,516	(\$20.48)
4	Sampler Subs	ACTIVE SUBS	54.0	6.045	4.650	3.74%	174	1.20%	56	(\$22.84)	230.228	3.74%	8,620	1.28%	2,940	(\$21.03)
5	Argent	L 3MO HOTLINE PAID	61.0	6.140	4.723	2.80%	132	1.17%	55	(\$22.69)	272.427	3.58%	9,741	1.25%	3,407	(\$21.48)
6	Workshop Catalog	L 6MO CATALOG BUYERS	67.0	5.360	4.123	3.49%	144	1.16%	48	(\$24.19)	319.841	3.54%	11,328	1.23%	3,936	(\$22.04)
7	Lifestyle Selector	3MO HL/SFDU/25-44/\$35k	125.0	12.042	9.263	3.30%	306	1.03%	95	(\$30.24)	406.731	3.47%	14,107	1.18%	4,799	(\$23.73)
8	Handyman	2ND QTR MAIL ORDER BUYERS	290.0	5.849	4.499	3.65%	164	1.00%	45	(\$29.29)	625.297	3.51%	21,923	1.11%	6,944	(\$25.66)
9	Bulb	ACTIVE SUBS	46.0	5.789	4.453	3.35%	149	0.94%	42	(\$31.79)	656.228	3.49%	22,903	1.10%	7,220	(\$25.98)
10	Wood Lawn & Garden	L 6MO BUYERS	98.0	5.782	4.448	2.18%	97	0.72%	32	(\$41.15)	727.170	3.35%	24,383	1.06%	7,708	(\$27.08)
11	Intl Home Data	B: 2003 SINGLE DWELLING	100.0	6.403	4.925	1.87%	92	0.49%	24	(\$62.42)	799.162	3.21%	25,665	1.01%	8,042	(\$28.69)
12	Intl Home Data	A:2003 SINGLE DWELLING	200.0	6.391	4.916	1.71%	84	0.43%	21	(\$71.86)	948.087	2.97%	28,124	0.91%	8,657	(\$31.95)
Grand Totals:			1,310.0	77.453	59.578	3.16%	1,880	1.01%	601	(\$28.55)	948.087	2.97%	28,124	0.91%	8,657	(\$31.95)

LIST USAGE PROFILE

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: 06-Campaign Compare

Time: 17:29:41

Campaign(s): 2005-01M 2005: JAN Main File

2004-07M 2004: JUL List Tests

2003-07M 2003: JULY Main File

Ranked by Descending Campaign Name, List Name

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

No Variances.

Rank	List Name	Selection	2005-01M				2004-07M				2003-07M			
			Names Mailed	Gross Orders	Net Resp%	Loaded Prf/Ord	Names Mailed	Gross Orders	Net Resp%	Loaded Prf/Ord	Names Mailed	Gross Orders	Net Resp%	Loaded Prf/Ord
1	Accents	3 MO DMS	6.991	162	1.10%	(\$17.86)								
2	Anthony's Magazine	L 30 DAY COA SUBS	13.012	296	0.75%	(\$50.88)								
3	Arbor Day	L 3MO HOTLINE BYRS/MEMB					4.517	178	1.33%	(\$19.70)				
4	Arc Hints/Tips	2002 BUYERS									98.806	5,322	1.09%	(\$25.55)
5	Arc Press Garden BB	2004 PAID WOMEN	2.982	62	0.70%	(\$49.72)								
6	Arc Wood BB	2004 BOOK BUYERS OMIT SOME	14.029	366	1.01%	(\$25.46)								
7	Arc Woodworking	WOODWORK BB 99-OUTDOOR									47.729	2,351	1.29%	(\$20.29)
8	Arc Woodworking	BUILD IT YOURSELF									45.807	1,849	0.78%	(\$47.16)
9	Argent	L 3MO HOTLINE PAID	4.316	105	1.04%	(\$23.86)	4.723	132	1.17%	(\$22.69)				
10	B&B Magazine	1st QTR BUS ADDRESS	21.219	793	0.81%	(\$57.48)								
11	BarBQs	Actives	59.012	2,061	1.20%	(\$25.32)								
12	Build It Yourself	3 MO	2.381	104	0.88%	(\$60.20)								
13	Bulb	ACTIVE SUBS					4.453	149	0.94%	(\$31.79)				
14	City Homes	30DAY HL SUBS	20.121	401	0.52%	(\$82.87)								
15	Consumers Only	L 4MO PD DMS MEN	91.021	1,839	0.88%	(\$32.89)					116.915	3,900	1.07%	(\$19.84)
16	Consumers Only	L 30DAY COA									33.946	1,643	1.51%	(\$14.91)
17	Creative Ideas for Life	6 MO COA	3.712	76	1.24%	(\$11.76)								
18	Decorating Journal	L 3MO PD DMS NON-AGT	11.092	357	1.24%	(\$23.91)					17.412	1,104	2.55%	(\$8.18)
19	Expires	1ST HALF 03 A,D,E,P									10.000	1,486	1.49%	(\$39.37)
20	Expires	ALL DTP NON-AGT 1st HALF 03									15.819	672	1.55%	(\$12.12)
21	Expires	ADDRESS STANDARDIZED									6.624	208	1.00%	(\$21.05)
22	Expires	NIXIE									6.570	195	1.17%	(\$15.40)
23	Fine Homebuilding	PD ACTIVE SUBS	5.101	121	0.61%	(\$87.56)								
24	Fix It Yourself	L 6MO ACTIVES	11.029	218	1.09%	(\$26.11)					43.734	1,341	1.10%	(\$24.16)
25	Furniture BB	2004 BUYERS	8.723	265	0.63%	(\$67.51)								
26	Handyman	2ND QTR MAIL ORDER BUYERS					4.499	164	1.00%	(\$29.29)				
27	Home Ideas	L 6MO PD DTP NON-AGT									35.825	1,056	0.80%	(\$34.94)
28	Homes and Things	L 6MO DTP ON-AGT MEN	13.021	386	1.32%	(\$15.26)								
29	Homes and Things	L 6MO DMS MEN									24.551	1,467	1.96%	(\$13.57)

LIST RESPONSE TYPES BY MOST NET ORDERS

Database: Magazine Sample Database
 Report Name: 08-Type Class Category Analysis

Date: 02/18/2005
 Time: 17:32:46

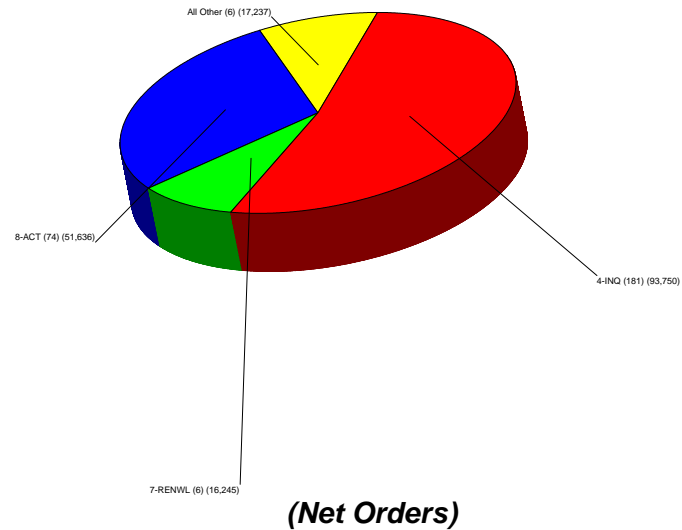
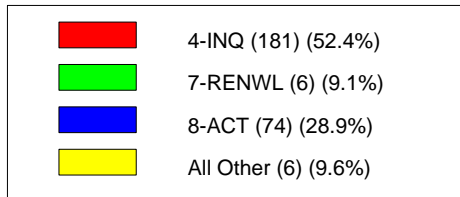
Campaign(s):	2005-01M 2005: JAN Main File	2004-10M 2004: OCT Main File
	2004-02H 2004: FEB Hotline	2003-10M 2003: OCT Hotline Final
	2002-09M 2002: SEP Hotline Final	2002-07MF 2002: JUL Main File
	2002-01MF 2002: JAN Main File	2001-09M 2001: SEP Main File
		2004-07M 2004: JUL List Tests
		2003-07M 2003: JULY Main File
		2002-05M 2002: MAY List Tests

Ranked by Descending Type Class

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

Results Projected To Final.

- Notes:
1. ACT = ACTIVITIES
 2. COA = CHANGE OF ADDRESS
 3. INQ = INQUIRIES
 4. RENWL = RENEWALS
 5. ALL OTHERS =
 CANCELS
 EXPIRES
 ZIP SELECTION
 UNKNOWN



CLASSIFIER ANALYSIS: MR. FIXIT

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: 10-List Analysis-Mr. Fixit

Time: 17:36:27

Campaign(s): 2005-01M 2005: JAN Main File 2004-07M 2004: JUL List Tests 2004-02H 2004: FEB Hotline
 2003-10M 2003: OCT Hotline Final 2003-07M 2003: JULY Main File 2002-09M 2002: SEP Hotline Final
 2002-07MF 2002: JUL Main File 2002-05M 2002: MAY List Tests 2002-01MF 2002: JAN Main File
 2001-09M 2001: SEP Main File

Selection: Select all records where List Name = 'MISTER FIXIT'

Ranked by List Name, Campaign Name

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

<u>Rank</u>	<u>Campaign Name</u>	<u>Selection</u>	<u>Selection Classifier</u>	<u>Type Class</u>	<u>Recency Cls</u>	<u>Address Cls</u>	<u>Gender Cls</u>	<u>Trend Cls</u>	<u>Names Mailed</u>	<u>Gross Orders</u>	<u>Gross Resp%</u>	<u>GResp Index</u>	<u>Payup/GOrder</u>	<u>Net Orders</u>	<u>Net Resp%</u>	<u>NResp Index</u>	<u>Loaded Prf/Ord</u>
1	2001-09M	L 3 MO AGENT DTP PAID	4BNNA	4-INQ	B-<1YR	NA	NA	A	4.640	318	6.85%	103	29.9%	95	2.05%	81	(\$11.06)
2	2002-01MF	ACTIVE PD DTP NEW NON-AGT	8CNNB	8-ACT	C-NA	NA	NA	B	270.985	23,765	8.77%	112	46.2%	10,979	4.05%	119	(\$2.80)
3	2002-01MF	L3MO DTP NON-AGT	4BNNB	4-INQ	B-<1YR	NA	NA	B	32.813	3,714	11.32%	144	49.8%	1,848	5.63%	165	\$0.14
4	2002-01MF	ACTIVE PD RENEW TO PUB	7CNNC	7-RENEWLC-NA	NA	NA	NA	C	242.056	21,180	8.75%	111	49.1%	10,399	4.30%	126	(\$1.28)
5	2002-01MF	QUARTERLY COA	2CNND	2-COA	C-NA	NA	NA	D	9.476	866	9.14%	116	43.1%	373	3.94%	116	(\$2.92)
6	2002-07MF	L 3MO DTP NON-AGT SUB	4BNNB	4-INQ	B-<1YR	NA	NA	B	24.280	2,605	10.73%	178	39.2%	1,021	4.21%	202	(\$1.86)
7	2002-07MF	ACTIVE PD RENEW TO PUB-N	7CNNC	7-RENEWLC-NA	NA	NA	NA	C	42.094	2,846	6.76%	112	42.8%	1,219	2.90%	139	(\$5.11)
8	2002-07MF	ACTIVE PD RENEW TO PUB-P	7CNNC	7-RENEWLC-NA	NA	NA	NA	C	188.449	9,404	4.99%	83	41.7%	3,919	2.08%	100	(\$8.58)
9	2002-07MF	ZIP MATCHES	9CNNE	9-ZIP	C-NA	NA	NA	E	65.874	3,169	4.81%	80	41.3%	1,309	1.99%	96	(\$9.20)
10	2002-07MF	ACTIVE PD DTP NEW NON-AGT	8CNNB	8-ACT	C-NA	NA	NA	B	102.903	7,388	7.18%	119	36.1%	2,664	2.59%	125	(\$7.55)
11	2002-07MF	L 6MO COA SUB	2BNND	2-COA	B-<1YR	NA	NA	D	35.511	1,992	5.61%	93	36.3%	723	2.04%	98	(\$9.89)
12	2002-09M	L 3MO MEN DMS AGT	4BNMA	4-INQ	B-<1YR	NA	Male	A	18.453	1,139	6.17%	88	38.1%	434	2.35%	114	(\$5.87)
13	2002-09M	L 3MO WOMEN DMS AGT	4BNFA	4-INQ	B-<1YR	NA	Female	A	26.626	1,233	4.63%	66	41.0%	505	1.90%	92	(\$7.04)
14	2003-07M	ACTIVE PD DTP NEW NON-AGT	8CNNB	8-ACT	C-NA	NA	NA	B	72.053	2,429	3.37%	76	36.3%	882	1.22%	94	(\$20.34)
15	2003-07M	ACTIVE PD REN PUB HL	8CNNC	8-ACT	C-NA	NA	NA	C	67.643	3,173	4.69%	106	37.7%	1,196	1.77%	136	(\$13.43)
16	2003-07M	L 3MO DTP NON-AGT	4BNNB	4-INQ	B-<1YR	NA	NA	B	5.030	480	9.54%	216	32.3%	155	3.08%	238	(\$7.33)
17	2003-10M	10/02DTP NON-AGT NEW	4BNNB	4-INQ	B-<1YR	NA	NA	B	15.022	1,493	9.94%	129	41.8%	624	4.15%	150	(\$1.26)
18	2003-10M	10/02 RENEW NPU	7BNNC	7-RENEWLB-<1YR	NA	NA	NA	C	14.502	960	6.62%	86	41.3%	396	2.73%	99	(\$3.77)
19	2004-02H	30DAY COA	2ANND	2-COA	A-HOT	NA	NA	D	22.320	1,734	7.77%	102	44.6%	773	3.46%	107	(\$4.73)
20	2004-02H	3MO DTP SUBS NON-AGT	4BNNB	4-INQ	B-<1YR	NA	NA	B	21.301	2,211	10.38%	136	35.6%	788	3.70%	114	(\$4.71)
21	2004-07M	L3MO HOTLINE 30 DAY BUYERS	4BNNA	4-INQ	B-<1YR	NA	NA	A	4.576	215	4.70%	149	27.9%	60	1.31%	130	(\$23.12)
22	2005-01M	L 3MO DTP NON-AGT	49NNB	4-INQ	90 Day	NA	NA	B	3.561	133	3.74%	147	38.3%	51	1.43%	159	(\$21.71)

Grand Totals:

1,290.168 92,447 7.17% 116 43.7% 40,413 3.13% 127 (\$4.46)

NET NAME/TEST PANEL ANALYSIS

Database: Magazine Sample Database
 Report Name: 11-Net name arrangement

Date: 02/18/2005
 Time: 17:34:51

Campaign(s): 2004-02H 2004: FEB Hotline

Ranked by List Name

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

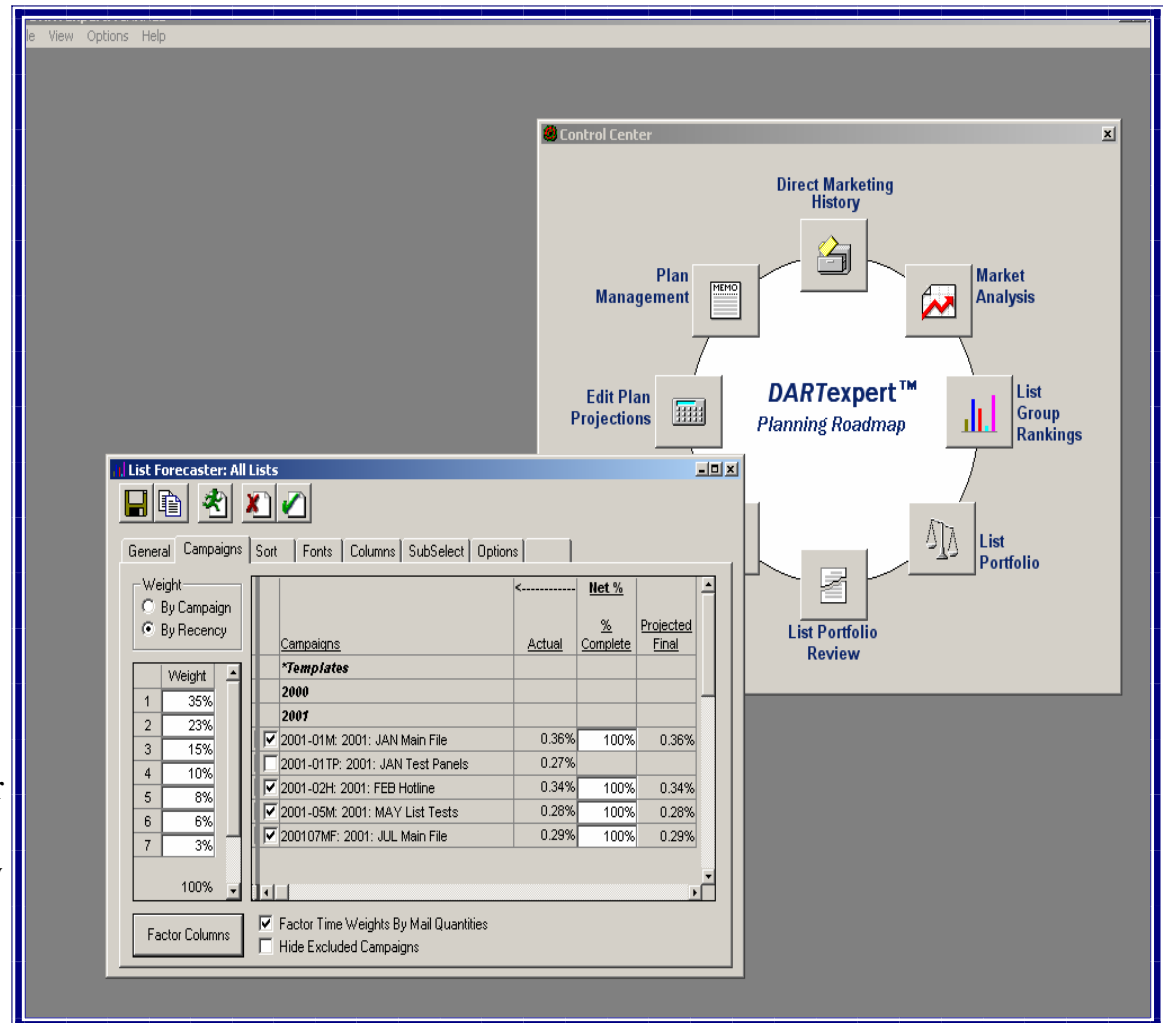
<u>Rank</u>	<u>List Name</u>	<u>Names Ordered</u>	<u>Names Mailed</u>	<u>Test Names</u>	<u>Net Name%</u>	<u>Run Charge</u>	<u>Select Charge</u>	<u>List Cost</u>	<u>ListCost (inclTP)</u>	<u>Base ListCPM</u>	<u>Net Orders</u>	<u>Initial Revenue</u>	<u>Mail Cost</u>	<u>Unloaded Profit</u>	<u>Unloaded Prf/Ord</u>
1	City Homes	34.628	26.636	0.000	100.0%	\$9	\$8	\$2,632	\$2,632	\$68	567	\$6,227	\$5,993	(\$2,914)	(\$5.14)
2	Consumers Only	31.355	24.118	0.000	100.0%	\$9	\$8	\$2,885	\$2,885	\$84	702	\$7,708	\$5,427	(\$1,242)	(\$1.77)
3	Decorating Journal	40.000	21.891	0.000	0.0%	\$9	\$8	\$2,716	\$2,716	\$102	902	\$9,847	\$4,925	\$1,385	\$1.54
4	Homes and Things	30.841	23.723	0.000	0.0%	\$9	\$8	\$2,683	\$2,683	\$100	861	\$9,437	\$5,338	\$632	\$0.73
5	Homes and Things	29.826	22.942	0.000	100.0%	\$9	\$8	\$2,774	\$2,774	\$85	633	\$6,937	\$5,162	(\$1,575)	(\$2.49)
6	Homes Monthly	40.000	21.021	0.000	85.0%	\$9	\$8	\$2,618	\$2,618	\$66	742	\$8,139	\$4,730	\$116	\$0.16
7	Homes Monthly	40.000	23.527	6.000	85.0%	\$9	\$8	\$3,061	\$3,842	\$102	1,091	\$11,951	\$5,294	\$2,603	\$2.39
8	Homes Monthly	28.813	22.163	0.000	0.0%	\$9	\$8	\$1,953	\$1,953	\$75	632	\$6,920	\$4,987	(\$595)	(\$0.94)
9	HomeWork	25.000	22.301	0.000	65.0%	\$9	\$8	\$2,499	\$2,499	\$102	932	\$10,200	\$5,018	\$1,835	\$1.97
10	Mister Fixit	40.000	22.320	0.000	65.0%	\$9	\$8	\$3,098	\$3,098	\$102	773	\$8,457	\$5,022	(\$366)	(\$0.47)
11	Mister Fixit	27.693	21.301	0.000	0.0%	\$9	\$8	\$2,409	\$2,409	\$100	788	\$8,617	\$4,793	\$698	\$0.89
12	Natural Magazine	40.000	22.438	5.245	65.0%	\$9	\$8	\$1,740	\$2,147	\$62	544	\$5,990	\$5,049	(\$1,294)	(\$2.38)
13	New Homeowners	25.000	17.375	0.000	0.0%	\$9	\$8	\$2,006	\$2,006	\$100	458	\$5,036	\$3,909	(\$1,296)	(\$2.83)
14	The Science Club	30.690	23.607	0.000	100.0%	\$9	\$8	\$2,547	\$2,547	\$75	613	\$6,738	\$5,312	(\$1,679)	(\$2.74)
Grand Totals:		463.846	315.363	11.245	54.6%	\$9	\$8	\$35,621	\$36,808	\$98	10,238	\$112,204	\$70,959	(\$3,693)	(\$0.36)

STEP THREE: RANK LISTS ACCORDING TO EXPECTED PERFORMANCE

The **List Group Rankings (TREND)** program provides the pivotal analysis that connects historical results with future performance. Major continuation lists can be segmented by a **TREND** selection classifier into sub groups with similar attributes (eg., hot line buyers vs former buyers). **DART** applies a proprietary set of statistical tools and decision rules for ranking all list groups according to expected future response expectations. These statistical tools include:

- Time weights – assigned by campaign or “last time out” usage.
- Multiple regression applied to determine response trends.
- Response attrition factors – computed to reflect downside risk as names mailed for each list group is increased.
- Prior names mailed, number of uses, and performance stability for each list group are other factors used to forecast future response.
- Statistical confidence ranges can be set at 90, 95 or 99%.

In addition, **TREND** calculates various expected financial results for each list group based on the last time that a list was mailed or on a simple or weighted average of all mailing experience. A ranking file is generated by the **TREND** program and can be used for automatically generating a portfolio of list candidates for your next promotion.



STEP FOUR: DARTExpert SELECTS LISTS FOR YOUR NEXT PROMOTION

The screenshot shows the 'Planning Portfolio Load Options' dialog box in the DARTExpert software. The dialog is titled 'Planning Portfolio Load Options' and contains several sections:

- Trend Ranking:** 'Ranking 1969' and 'Trend Ranking 1969'.
- Maximum Input Quantities:** Radio buttons for 'Universe', 'Mailable Balance', and 'Last Input Quantity'.
- Response Trends:** Radio buttons for 'High', 'Average', and 'Low'.
- Payup Trends:** Radio buttons for 'Last Time Out' and 'As Program'.
- Limit Maximum Names Input to:** A text field containing '5' and the label 'times previous input quantity'.
- Other Trends:** Radio buttons for 'Last Time Out', 'Pure Average', and 'Weighted Average'.
- Use Table:** A table with columns 'Default', 'Trend Field', and 'Trend Option'. It lists various trends like 'Average Term', 'Bill \$/G Order', 'Convert FIM\$Net', etc., with checkboxes in the 'Use' column.
- Buttons:** 'Select All', 'Select Individual', and 'Cancel'.

 A 'Selected' list window is also open, showing a list of list groups and their percentages. The list includes items like 'The Solar Club / A' (5.10%), 'Homes and Things / B' (3.67%), etc.

The **LIST RANKING** program produces a ranking file that will automatically generate the best list candidates for your next promotion. Options include limiting maximum names that can be ordered, specifying expected response ranges, pay-up trends and whether revenue/cost assumptions should be based on most recent usage, or on a simple or weighted average from all campaigns analyzed in the **LR** program.

The screenshot shows the 'List Portfolio Review - Fall 2004' dialog box and the 'Control Center' window. The dialog box is titled 'List Portfolio Review - Fall 2004' and contains the following fields:

- Name:** 'List Portfolio Review - Fall 2004'
- Type:** 'List Portfolio Review'
- Marketing Cycles:** 'Initial'
- Title:** 'FALL 2004 LIST PORTFOLIO'
- Indexing:** 'Option: Standard'
- Notes:** 'Must order by August 15.'

 The 'Control Center' window shows a central 'DARTExpert™ Planning Roadmap' with several icons:

- Plan Management
- Direct Marketing History
- Market Analysis
- List Group Rankings
- List Portfolio Review
- Create Plan Projections
- Edit Plan Projections

Your new list planning portfolio can be easily edited, lists deleted, new test lists added, counts updated and revenue/expense assumptions revised. New universe counts can be requested from your broker via **DART**'s automatic Broker E-Mail system. You can generate a **LIST PORTFOLIO** report to review all list candidates. Finally, your edited list portfolio is ready for the **PLAN PROJECTION** program that will optimize a mailing plan that achieves your targets.

STEP FIVE: OPTIMIZE YOUR LIST SELECTION FOR MAXIMUM PERFORMANCE

You can adjust your list portfolio for your next campaign by adding test lists, deleting unavailable lists, and adjusting list counts and costs. Next, you are ready to create a final mail plan. **DART**'s **PLAN PROJECTION** program selects an optimal list portfolio according to promotion targets specified by you such as names mailed, orders required, profit goals and spending limits. List groups can be ranked by expected response or profitability. Response attrition factors can be adjusted to reflect risk considerations and list size. Maximum names contributed by any one list can be set as a percent of total names or by the "Rule of Five" (or other factor). Response, revenue and cost variables can be reset or factored up or down.

These "pilot-like" features in **PROJECTION** can be used to generate many "what-if" scenarios to produce the highest yielding list portfolio for your next promotion. Projected List Plans can be saved as one plan or split into mailing "waves". A Projected List Plan can be edited to reflect revised names available counts, list costs and other changes to your promotion. You can run "what-if" reports to compare multiple projection runs, and produce budget, broker and other management reports. **DART**'s Test Panel program will automatically allocate donor names and list costs. Finally, your new campaign can be sent to your historical **DART** database, updated as results roll in, and included in the analysis and planning of your next campaign.

The screenshot displays the DARTExpert: FINANCE software interface. The main window is titled "Control Center" and features a central "DARTExpert™ Planning Roadmap" with several navigation icons: Plan Management, Direct Marketing History, Market Analysis, List Group Rankings, List Portfolio, List Portfolio Review, Create Plan Projections, Edit Plan Projections, and Plan Projection Specifications. The "Plan Projection Specifications" dialog is open, showing a "Target: Fully Loaded Prf/Crd" and various settings for marketing cycles and list selection. Below the dialog, a summary table provides key performance indicators for the campaign.

Available Sources: 125		Sources Used: 109		The Promotion Target has been met.			
Universe (M)	4,779.4	List CPM (Total)	\$64	Total Revenue	\$1,925,695	Revenue/Card	\$290.76
Names Input (M)	2,951,064	Mail CPM	\$325	Promo Cost	\$937,606	Unloaded Cost/C	\$141.57
Projected Nms M	2,283,913			Fulfill Cost	\$159,067	Loaded Cost/Car	\$165.59
				Production Cost	\$178,556	FLoaded Cost/Ce	\$192.55
		Payup/Credit Card	98.0%	Unloaded Profit	\$988,089	Unloaded Profit/C	\$149.19
Response %	0.39%	Net Response %	0.29%	Loaded Profit	\$829,023	Loaded Profit/Crd	\$125.17
Applications	8,982	Approved Cards	6,623	Fully Loaded Pro	\$650,466	FLoaded Profit/C	\$98.21

Campaign Planning
SAMPLE REPORT DESCRIPTIONS

Page

List Group Rankings

B-1

Using decision rules involving factors such as time weights, usage, mail volumes, regression, response attrition and timing indicators *DART* will rank list groups according to expected future response performance. The ranking report file is used for developing a base list portfolio for a future campaign.

List Portfolio Report

B-2

This report is designed to show all list “candidates” for a future campaign and shows minimum and maximum names available for selection. This report as all *DART* reports can be exported and/or automatically emailed in spreadsheet format. List Portfolio report files can be used by both list provider and mailer for updating list information.

“What-if” Report

B-3

After *DART* optimizes various mailing list plans according to different promotion goals this report can be used to compare result summaries.

Broker Order Report

B-4

Final list orders can be generated with selected information in the Broker Order report. This report will be automatically segmented by broker and used for ordering lists.

Test Panel Allocations

B-5

Once a final list selection is determined *DART* will automatically allocate test panel donor names and list costs. Donor names can be specified across all lists or extracted from specified lists only. Lists costs will be allocated according to the number of names donated by each list.

Campaign Budget Report

B-6

Final list selections and mail plan budgets can be generated according to reporting needs.

LIST SEGMENT TREND ANALYSIS

Database: CATALOG-NEW
 Report Name: * Trend Report

Date: 02/18/2005
 Time: 17:39:48

Catalog(s): 5% 2001-01 I EARLY SPRING 2001 CATALOG 5% 2001-03 II SPRING 2001 CATALOG 5% 2001-05 III SUMMER 2001 CATALOG
 30% 2001-09 IV FALL 2001 CATALOG 20% 2001-11 V HOLIDAY 2001 CATALOG 10% 2002-01 I EARLY SPRING 2002 CATALOG
 10% 2002-03 II O SPRING 2002 CATALOG-OUTSIDE 15% 2002-05 III FTF SUMMER 2002 CATALOG FTF

Ranked by List Name, Selection, Catalog Name

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

Statistical Significance: 95% Probability

Factor Weights By Mail Quantities

Factor(s): 2002-05 III FTF SUMMER 2002 CATALOG FTF Response % 97.50% Completed

Catalog Name	Selection	Names Input	Merge Purge%	Circ(M)	Orders	Resp %	Resp Index	AveOrd	Base ListCPM	Contr /Ord	Contr /Bk	Contr Index	Weight Factor
<u>List Group 1: AIR SHOWS / 3 MOS \$100+</u>													
2001-01 I	3 MOS \$100+	13.013	90.9%	11.8	118	1.00%	102	\$68.06	\$41	(\$9.94)	(\$0.099)	84	8.43%
2001-03 II	3 MOS \$100+	13.013	90.9%	11.8	106	0.90%	81	\$87.44	\$41	(\$7.18)	(\$0.064)	84	8.43%
2001-05 III	3 MOS \$100+	10.010	81.9%	8.2	69	0.84%	71	\$99.50	\$41	(\$8.63)	(\$0.073)	82	5.84%
2001-09 IV	3 MOS \$100+	12.012	83.5%	10.0	84	0.84%	60	\$100.96	\$40	(\$5.56)	(\$0.047)	78	42.90%
2002-01 I	3 MOS \$100+	13.013	90.9%	11.8	93	0.79%	76	\$94.54	\$41	(\$13.19)	(\$0.104)	83	16.86%
2002-05 III FTF	3 MOS \$100+	10.010	81.9%	8.2	63	0.77%	65	\$100.81	\$41	(\$16.71)	(\$0.128)	79	17.53%
	3 MOS \$100+ (6)	71.071	87.1%	61.9	533	0.86%	76	\$89.66	\$41	(\$9.90)	(\$0.085)	82	100.00%

Projected Resp%: 0.84% (Lo/Hi 0.66% / 1.02%) Falloff: 23.2% REV/PO - LTO: \$100.81 AVG: \$89.66 WFA: \$95.85 Trend - Resp%: Down Index: Down
 Net %: 0.84% (Lo/Hi 0.66% / 1.01%) UPO - LTO: 0.968 AVG: 0.820 WFA: 0.895 Net %: Down Index: Down

List Group 2: CARDS / 6 MOS \$75+ FEM

2001-05 III	6 MOS \$75+ FEM	10.010	82.5%	8.3	63	0.76%	64	\$103.09	\$41	(\$7.81)	(\$0.060)	82	10.49%
2001-11 V	6 MOS \$75+ FEM	8.565	84.0%	7.2	65	0.90%	59	\$117.38	\$40	\$11.35	\$0.10	84	36.54%
2002-03 II O	6 MOS \$75+ FEM	9.159	92.5%	8.5	60	0.71%	58	\$99.95	\$41	(\$15.65)	(\$0.111)	78	21.52%
2002-05 III FTF	6 MOS \$75+ FEM	10.010	82.5%	8.3	58	0.71%	59	\$104.27	\$41	(\$15.31)	(\$0.108)	80	31.46%
	6 MOS \$75+ FEM (4)	37.744	85.3%	32.2	246	0.76%	60	\$106.38	\$41	(\$6.43)	(\$0.049)	81	100.00%

Projected Resp%: 0.78% (Lo/Hi 0.59% / 0.98%) Falloff: 27.9% REV/PO - LTO: \$104.27 AVG: \$106.38 WFA: \$108.01 Trend - Resp%: None Index: None
 Net %: 0.78% (Lo/Hi 0.59% / 0.98%) UPO - LTO: 1.000 AVG: 1.000 WFA: 1.000 Net %: None Index: None

List Group 3: CELEBRATE / 12 MOS

2001-01 I	12 MOS	19.509	67.9%	13.2	143	1.08%	110	\$117.60	\$103	\$12.02	\$0.13	106	7.92%
2001-03 II	12 MOS	19.509	67.9%	13.2	158	1.19%	107	\$123.01	\$103	\$18.35	\$0.22	105	7.92%

Winter 2005 Master List Portfolio

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: List Portfolio Review

Time: 17:58:46

List Portfolio(s): 2005-01 Winter 2005 Plan

Ranked by Descending Unloaded Profit/Ord

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

Estimate Profit Basis: Loaded

<u>List Rank</u>	<u>Name</u>	<u>Selection</u>	<u>Previous Campaign</u>	<u>Universe</u>	<u>Max Names</u>	<u>Prjd M/P%</u>	<u>Gross Resp%</u>	<u>Payup/GOrder</u>	<u>Net Orders</u>	<u>Net Resp%</u>	<u>Base ListCPM</u>	<u>Unloaded Prf/Ord Broker</u>
1	Homes Monthly	L 4-6 PD DTP NEW NON-AGT	2003-01M	20.8	20.800	80.8%	6.16%	77.3%	800	4.76%	\$51	\$20.74 LA
2	Decorating Journal	L 3MO PD DMS NON-AGT	2003-01M	18.1	18.109	63.7%	6.39%	76.8%	566	4.91%	\$73	\$19.99 LA
3	The Solar Club	3rd QTR 01 INQUIRES	2003-01M	20.8	20.800	70.6%	6.49%	70.4%	670	4.57%	\$75	\$19.53 MT
4	Salvage Magazine	L 3MO AT HOME ADDRESS	2003-01M	19.1	19.126	90.9%	4.78%	75.2%	626	3.60%	\$63	\$17.91 MT
5	Science at Home	HOTLINE BALANCE	2003-01M	36.1	36.076	89.4%	5.15%	71.3%	1,184	3.67%	\$77	\$17.54 MT
6	B&B Magazine	1st QTR BUS ADDRESS	2003-01M	31.2	31.200	70.7%	4.93%	70.4%	765	3.47%	\$65	\$16.66 LA
7	BarBQs	Actives	2003-01M	74.7	74.724	82.1%	4.43%	74.3%	2,021	3.29%	\$71	\$16.24 LA
8	Science Book Club	ACTIVE BUYERS	2003-01M	109.2	109.174	81.1%	3.99%	74.0%	2,615	2.95%	\$41	\$15.94 MT
9	Consumers Only	L 4MO PD DMS MEN	2003-01M	121.6	121.589	77.9%	4.00%	74.9%	2,834	2.99%	\$66	\$14.96 LA
10	Wood and Things	ACT PD DMS NEW SUSB	2003-01M	57.2	57.200	74.6%	4.30%	71.0%	1,303	3.05%	\$87	\$14.22 MT
11	Arc Wood BB	00-01 BOOK BUYERS OMIT SOME	2003-01M	16.0	15.999	91.2%	3.46%	74.8%	377	2.58%	\$43	\$14.06 LA
12	Furniture BB	2001 BUYERS	2003-01M	11.0	10.959	82.8%	3.65%	70.1%	232	2.56%	\$37	\$13.83 LA
13	Natural Magazine	HOT PD DMS NON-AGT	2003-01M	18.2	18.238	62.9%	3.50%	77.6%	311	2.71%	\$55	\$13.34 MT
14	Homes and Things	L 6MO DTP ON-AGT MEN	2003-01M	15.6	15.600	86.8%	3.22%	77.8%	339	2.50%	\$62	\$12.65 LA
15	HomeWork	ZIP MATCHES	2003-01M	45.0	44.951	80.2%	3.23%	75.1%	876	2.43%	\$65	\$11.71 LA
16	Anthony's Magazine	L 30 DAY COA SUBS	2003-01M	15.6	15.600	86.8%	3.51%	73.1%	347	2.56%	\$96	\$11.62 LA
17	Argent	L 3MO HOTLINE PAID	2003-01M	120.0	25.000	86.3%	3.02%	76.7%	500	2.32%	\$55	\$11.50 LA
18	The Times	3 MO HL DMS NON-AGT NEW	2003-01M	54.0	53.964	78.9%	2.91%	75.1%	929	2.18%	\$41	\$11.10 MT
Grand Totals:				804.1	709.109	79.6%	4.14%	74.0%	17,295	3.07%	\$62	\$15.52

List Portfolio Estimates and Duplicate Counts:

Total Universe Available:	804.109	Estimated Duplicate Names In Gross Input:	
Total Previously Input:	662.790	At Minimum Input Level:	0.000
Balance Available:	95.000	At Maximum Input Level:	144.757

WHAT-IF SCENARIOS: WINTER 2005 CAMPAIGN

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: "What-if"

Time: 17:57:00

Selection: Select all records where Names Mailed (M) > '0'

Notes: After DART optimizes various mailing strategies this report compares summary results.

PROJECTION	T: 50K Net plus factor	T: 50K Net Orders	T: Prof/Ord=\$20
GOAL			
Marketing Cycles:	Initial	Initial	Initial
Ranking	Unloaded Profit/Ord	Net Response %	Unloaded Profit/Ord
Target	Net Orders = 50000.000	Net Orders = 50000.000	Unloaded Profit/Ord = 20.000
While			
SETTINGS			
Contribution Max	20.0%	20.0%	20.0%
Initial RAF Size	5.000	5.000	10.000
Incremental RAF Size	5.000	5.000	5.000
ADJUSTMENTS			
	Net Response % X 1.100	None.	None.
	Mail CPM = 350.000		
RESPONSE			
Total Lists Available	96	95	83
Lists Used	96	95	83
Universe (M)	3,196.7	3,147.5	2,779.5
Maximum Names	2,775.107	2,725.904	2,439.826
Names Input (M)	2,612.316	2,589.028	2,311.996
Merge Purge %	77.0%	76.9%	76.9%
Names Mailed (M)	2,010.357	1,991.838	1,778.410
Gross Response %	5.33%	5.45%	5.35%
Gross Orders	107,221	108,593	95,087
Payup/Credit Order	46.7%	46.1%	37.9%
Net Orders	50,054	50,011	36,071
Net Response %	2.49%	2.51%	2.03%
Mailable Balance	584.351	558.436	467.545
FINANCIALS			
Total Revenue	\$1,999,657	\$1,997,939	\$1,441,036
Loaded Cost	\$1,269,320	\$1,328,717	\$1,146,192
Loaded Profit	\$730,338	\$669,222	\$294,844

BROKER ORDER REPORT - Winter 2005 CAMPAIGN

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: Broker Order Report

Time: 18:01:52

Plan Projection(s): Plan C T: Prof/Ord=\$20

Selection: Select all records where Names Ordered (M) - NEW > '20'

Ranked by Broker, List Name

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

Mail Date: 12/15/2002

Return Date:

<u>Rank</u>	<u>List Name</u>	<u>Selection</u>	<u>Broker</u>	<u>BrokerID#</u>	<u>Universe</u>	<u>Previous Campaign</u>	<u>Previous NamesInp</u>	<u>Names Ordered</u>	<u>Base ListCPM</u>	<u>Net Name%</u>	<u>Run Charge</u>	<u>Select Charge</u>	<u>List Cost</u>
1	Arbor Day	L 3MO HOTLINE BYRS/MEMB	LAI		135.0	2002-07M	5.872	29.360	\$71	100.0%	\$0	\$0	\$2,085
2	Argent	L 3MO HOTLINE PAID	LAI	Comment2	120.0	2003-01M	5.000	25.000	\$55	100.0%	\$0	\$0	\$1,375
3	B&B Magazine	3 MO HL & HOME	LAI		21.3	2000-01MF	21.285	21.285	\$71	100.0%	\$0	\$0	\$1,517
4	B&B Magazine	1st QTR BUS ADDRESS	LAI		31.2	2003-01M	30.000	31.200	\$65	100.0%	\$0	\$0	\$2,018
5	BarBQs	Actives	LAI		74.7	2003-01M	71.850	74.724	\$71	100.0%	\$0	\$0	\$5,304
6	City Homes	ACT PD DMS NOT PREV USED	LAI		97.3	2000-01MF	97.287	97.287	\$59	100.0%	\$0	\$0	\$5,703
7	Consumers Only	8/01 MEN PD DMS NON-AGT	LAI		24.5	2001-10M	24.474	24.474	\$36	100.0%	\$0	\$0	\$891
8	Consumers Only	8/01 COA	LAI		37.0	2001-10M	36.990	36.990	\$58	100.0%	\$0	\$0	\$2,147
9	Consumers Only	L 60DAY MEN PD AGT DMS	LAI		52.0	2000-09M	95.028	51.964	\$57	100.0%	\$0	\$0	\$2,960
10	Consumers Only	L 4MO PD DMS MEN	LAI		121.6	2003-01M	116.910	98.004	\$66	100.0%	\$0	\$0	\$6,503
11	Expires	ALL DTP NON-AGT 1st HALF 01	LAI		49.1	2001-07M	69.681	49.115	\$20	100.0%	\$0	\$0	\$1,000
12	Fix It Yourself	ACTIVES	LAI		99.5	2000-01MF	99.497	99.497	\$41	100.0%	\$0	\$0	\$4,124
13	Homes and Things	L 6MO DMS MEN	LAI		31.9	2001-07M	31.918	31.918	\$95	100.0%	\$0	\$0	\$3,032
14	Homes and Things	30DAY HL PD SUBS	LAI		46.3	2002-02H	60.667	46.262	\$100	0.0%	\$9	\$8	\$4,025
15	Homes and Things	ACTIVE SUB COA	LAI		160.8	2000-01MF	232.674	160.768	\$85	100.0%	\$0	\$0	\$13,725
16	Homes Monthly	3MO COA	LAI		41.0	2002-02H	40.000	40.993	\$66	85.0%	\$9	\$8	\$2,683
17	Homes Monthly	3MO HL PD DMS NON-AGT	LAI		45.9	2002-02H	40.000	45.879	\$102	85.0%	\$9	\$8	\$4,407
18	HomeWork	30DAY HL PD SUBS NON-AGT	LAI		43.5	2002-02H	25.000	43.490	\$102	65.0%	\$9	\$8	\$4,347
19	HomeWork	ZIP MATCHES	LAI		45.0	2003-01M	43.222	35.000	\$65	100.0%	\$0	\$0	\$2,276
20	Jan 90 Multi All	USED HOME MAG MULTI RESP	LAI		80.2	2000-07MF	80.219	80.005	\$20	100.0%	\$0	\$0	\$1,605
21	Masters Publication	GARDEN 1MO HOTLINE \$50+	LAI		75.0	2002-07M	5.831	29.155	\$72	100.0%	\$0	\$0	\$2,095
22	Mister Fixit	L3MO HOTLINE 30 DAY BUYERS	LAI		59.0	2002-07M	5.949	29.745	\$87	100.0%	\$0	\$0	\$2,585
23	Mister Fixit	30DAY COA	LAI		43.5	2002-02H	40.000	43.526	\$102	65.0%	\$9	\$8	\$3,371
24	Mister Fixit	ZIP MATCHES	LAI		85.6	2000-07MF	85.640	85.640	\$71	100.0%	\$0	\$0	\$6,056
			LAI (24)		1,620.8		1,364.994	1,311.281	\$69	91.7%	\$2	\$2	\$85,833

TEST PANEL ALLOCATIONS - WINTER 2005

Database: Magazine Sample Database

Date: 02/18/2005

Report Name: Test Plan Campaign

Time: 18:04:10

Plan Projection(s): Plan A T: 50K Net Orders

Test List Portfolio: Test Panels

Donor List Selection: Use Specified Plan Projection Lists

List name quantity option: Proportion based on each List's available names

Rank	List Name	Selection	Names Mailed	Gross Orders	Payup/GOrder	Net Orders	Main Names	Test Names	Index	Panel A	Panel B	Panel C	Panel D	Panel E
1	Homes and Things	ACTIVE SUB COA	123.663	8,109	46.8%	3,794	112.832	10.831	10.8	2.166	2.166	2.166	2.166	2.167
2	Science at Home	ACTIVE PD DMS	102.671	5,657	33.3%	1,885	93.678	8.993	9.0	1.799	1.799	1.799	1.799	1.797
3	Consumers Only	L 4MO PD DMS MEN	94.669	3,065	75.6%	2,317	86.377	8.292	8.3	1.658	1.658	1.658	1.658	1.660
4	Science Book Club	ACTIVE BUYERS	88.529	2,907	74.5%	2,165	80.775	7.754	7.8	1.551	1.551	1.551	1.551	1.550
5	Fix It Yourself	ACTIVES	76.533	4,189	50.5%	2,117	69.830	6.703	6.7	1.341	1.341	1.341	1.341	1.339
6	City Homes	ACT PD DMS NOT PREV USED	74.833	3,466	43.9%	1,522	68.279	6.554	6.6	1.311	1.311	1.311	1.311	1.310
7	Mister Fixit	ZIP MATCHES	65.874	3,113	41.3%	1,286	60.104	5.770	5.8	1.154	1.154	1.154	1.154	1.154
8	BarBQs	Actives	61.371	3,082	74.9%	2,308	55.996	5.375	5.4	1.075	1.075	1.075	1.075	1.075
9	Arc Woodworking	WOODWORK BB 99-OUTDOOR	45.385	2,753	26.1%	718	41.410	3.975	4.0	0.795	0.795	0.795	0.795	0.795
10	Wood and Things	ACT PD DMS NEW SUSB	42.660	1,998	71.7%	1,433	38.923	3.737	3.7	0.747	0.747	0.747	0.747	0.749
11	The Times	3 MO HL DMS NON-AGT NEW	42.556	1,342	75.6%	1,015	38.829	3.727	3.7	0.745	0.745	0.745	0.745	0.747
12	The Nursery	L 6MO MEN BUYERS	41.328	1,967	35.5%	698	37.708	3.620	3.6	0.724	0.724	0.724	0.724	0.724
13	Consumers Only	L 60DAY MEN PD AGT DMS	39.971	3,100	23.0%	714	36.470	3.501	3.5	0.700	0.700	0.700	0.700	0.701
14	HomeWork	30DAY HL PD SUBS NON-AGT	38.793	2,600	43.4%	1,129	35.395	3.398	3.4	0.680	0.680	0.680	0.680	0.678
15	Expires	ALL DTP NON-AGT 1st HALF 01	37.779	1,664	53.0%	882	34.470	3.309	3.3	0.662	0.662	0.662	0.662	0.661
16	HomeWork	ZIP MATCHES	36.064	1,127	75.0%	845	32.905	3.159	3.2	0.632	0.632	0.632	0.632	0.631
17	The Science Club	30DAY HL SUBS DMS NON-AGT	35.410	2,060	34.6%	712	32.309	3.101	3.1	0.620	0.620	0.620	0.620	0.621
18	Homes Monthly	3MO HL PD DMS NON-AGT	33.868	2,295	45.0%	1,033	30.902	2.966	3.0	0.593	0.593	0.593	0.593	0.594
19	Science at Home	HOTLINE BALANCE	31.300	1,288	71.1%	916	28.558	2.742	2.7	0.548	0.548	0.548	0.548	0.550
20	Consumers Only	8/01 COA	28.453	1,727	33.7%	582	25.961	2.492	2.5	0.498	0.498	0.498	0.498	0.500

Total Net Names:							1,041.710	100.000	100.0	19.999	19.999	19.999	19.999	20.004
Composition:							91.2%	8.8%						
Expected Gross Response %:							5.04%	5.04%		5.04%	5.04%	5.04%	5.04%	5.04%
Expected Gross Orders:							52,471	5,036		1,007	1,007	1,007	1,007	1,008
Expected Net Response %:							2.46%	2.46%		2.46%	2.46%	2.46%	2.46%	2.46%
Expected Net Orders:							25,616	2,460		492	492	492	492	492

WINTER 2005 CAMPAIGN BUDGET

Database: Magazine Sample Database
 Report Name: Plan Projection Summary

Date: 02/18/2005
 Time: 18:11:56

Plan Projection(s): Plan C T: Prof/Ord=\$20

Selection: Select all records where Names Mailed (M) > '30'

Ranked by Descending Unloaded Profit/Ord

Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.

Plan Projection created from NEW CAMPAIGN

Plan Projection and Field Target Performance Totals, Profits and Indices based on activity through the Initial Marketing Cycle.

Plan Projection Records Ranked by Descending Unloaded Profit/Ord

Promotion Target: Unloaded Profit/Ord = 20.000

Response Attrition: Initial RAF size: 10.000. Incremental RAF list size: 5.000.

Notes: MAIL CPM = \$375
 BILL COST PER GROSS ORDER = \$1

<u>List Rank</u>	<u>Name</u>	<u>Selection</u>	<u>Names Ordered</u>	<u>Names Mailed</u>	<u>Gross Resp%</u>	<u>Mail Cost</u>	<u>Initial Revenue</u>	<u>Unloaded Prf/Ord</u>	<u>Cumulatives</u>			
									<u>Names Mailed</u>	<u>Net Orders</u>	<u>Net Resp%</u>	<u>Unloaded Prf/Ord</u>
1	Fix It Yourself	ACTIVES	99.497	76.533	5.56%	\$28,700	\$85,813	\$23.76	76.533	2,148	2.81%	\$23.76
2	Homes and Things	ACTIVE SUB COA	160.768	123.663	6.64%	\$46,374	\$153,847	\$23.44	200.196	5,999	3.00%	\$23.55
3	Expires	ALL DTP NON-AGT 1st HALF 01	49.115	37.779	4.57%	\$14,167	\$36,794	\$22.65	237.975	6,920	2.91%	\$23.43
4	Homes and Things	30DAY HL PD SUBS	46.262	35.585	6.24%	\$13,344	\$42,067	\$22.54	273.560	7,973	2.92%	\$23.31
5	HomeWork	30DAY HL PD SUBS NON-AGT	43.490	38.793	6.36%	\$14,547	\$42,267	\$21.18	312.353	9,031	2.89%	\$23.06
6	City Homes	ACT PD DMS NOT PREV USED	97.287	74.833	4.71%	\$28,062	\$61,962	\$17.27	387.186	10,582	2.73%	\$22.22
7	Homes Monthly	3MO HL PD DMS NON-AGT	45.879	33.868	5.15%	\$12,701	\$31,321	\$17.22	421.054	11,366	2.70%	\$21.87
8	Mister Fixit	ZIP MATCHES	85.640	65.874	4.81%	\$24,703	\$52,295	\$15.93	486.928	12,675	2.60%	\$21.26
9	Consumers Only	L 60DAY MEN PD AGT DMS	51.964	39.971	7.91%	\$14,989	\$29,243	\$14.91	526.899	13,407	2.55%	\$20.91
10	The Nursery	L 6MO MEN BUYERS	53.728	41.328	4.87%	\$15,498	\$28,285	\$14.76	568.227	14,115	2.48%	\$20.60
11	The Science Club	30DAY HL SUBS DMS NON-AGT	46.035	35.410	5.94%	\$13,279	\$27,805	\$14.47	603.637	14,811	2.45%	\$20.31
12	Jan 90 Multi All	USED HOME MAG MULTI RESP	80.005	61.540	3.85%	\$23,078	\$37,873	\$13.39	665.177	15,759	2.37%	\$19.90
13	Science at Home	ACTIVE PD DMS	94.002	72.306	5.66%	\$27,115	\$53,693	\$12.94	737.483	17,103	2.32%	\$19.35
14	BarBQs	Actives	74.724	61.371	4.43%	\$23,014	\$38,871	\$6.13	798.854	18,076	2.26%	\$18.64
15	Science Book Club	ACTIVE BUYERS	100.007	81.096	3.99%	\$30,411	\$45,383	\$4.89	879.950	19,212	2.18%	\$17.83
16	Consumers Only	L 4MO PD DMS MEN	98.004	76.306	4.00%	\$28,615	\$45,623	\$4.48	956.256	20,354	2.13%	\$17.08
17	The Times	3 MO HL DMS NON-AGT NEW	50.000	39.430	2.91%	\$14,786	\$17,298	(\$3.60)	995.686	20,787	2.09%	\$16.65
18	Wood and Things	ACT PD DMS NEW SUBS	57.200	42.660	4.30%	\$15,998	\$20,215	(\$6.21)	1,038.346	21,293	2.05%	\$16.10

Grand Totals: 1,333.607 1,038.346 5.11% \$389,380 \$850,655 \$16.10 1,038.346 21,293 2.05% \$16.10

DARTexpert™

FEATURES AND SPECIFICATIONS

DATABASE ENGINE

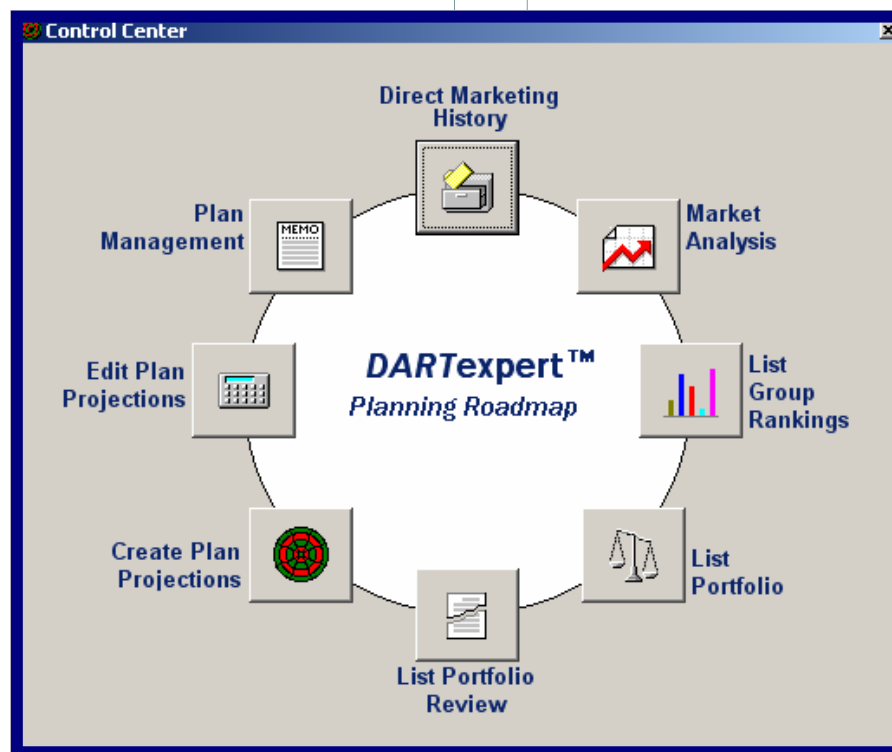
- Stores direct marketing list records in one comprehensive easily accessible database.
- Holds over 280 data items per record including market and selection classifiers
- Calculates profit on unloaded, loaded and fully loaded basis
- Tracks lifetime value through 5 marketing cycles
- Computes response and profit indices for relative performance analysis
- Easily configured to fit user nomenclature and calculations

DATA MANAGEMENT

- Master tables for consistent naming of lists and market classifiers
- Direct data load from order entry sources
- Provides default values, data description preferences, constants and factoring for global entry and quick “what-if” analysis

MANAGEMENT REPORTING

- Powerful analytical report generator or analysis, presentation and action
- Multiple list ranking hierarchy
- Unlimited segmentation analysis
- Statistical test panel analysis
- Reports automatically emailed and saved in Excel format.



POWERFUL PLANNING TOOL

- Uses decision rules to rank lists according to expected performance in future promotions
- Optimizes list selection and mail volumes according to promotion response and profit goals
- Projects response through 3 response tiers—inquiry (or “click-thrus”, gross, and net orders.
- “What-if” analysis
- Specifies test panel allocations
- Generates promotion budgets

SYSTEM REQUIREMENTS

- 1 GHz+ Pentium IV
- 1 GB RAM
- 100 MB free storage
- XP, Vista, Win7, Win8, Win10
- Can also be accessed on the Web using Citrix and Windows Terminal servers