

CASUAL LIVING

Casual Living is the voice of the leisure marketplace and the only trade magazine in the casual furniture industry.

Reach owners, directors, managers and buyers whose company sells casual furnishings and accessories.



www.casualiving.com

- ◆ Retailers Include:
 - ◆ Casual Furniture Specialty Stores
 - ◆ Outdoor Hearth & Patio Stores
 - ◆ Furniture Stores
 - ◆ Mass Merchants/Discount Stores
 - ◆ Department Stores
 - ◆ Home Centers/Hardware Stores
 - ◆ Garden Centers
 - ◆ Catalog/Mail-Order Companies

Casual Living is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 10,630

Postal Price: \$125/M

E-list Size: 6,356

E-list Price: \$385/M

SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	Telephone Numbers	\$60/M
Business Type	\$20/M	Title	\$20/M
Buying Authority	\$50/M		
Company Name Match/Omit	\$50/M		
Employee Size	\$20/M		
Geographic Analysis	\$10/M		
Products Sold	\$20/M		
Recency	\$30/M		
Sales Volume	\$20/M		
SIC/NAICS Code	\$20/M		

SEE ALSO

DecisionMaker® Building/Construction Marketplace Database
 Furniture/Today
 Home Accents Today
 Home Textiles Today
 Interior Design

Multi-Channel Pricing

Mailing/Telemarketing: \$225/M
 Mailing/E-Mail: \$485/M
 E-Mail/Telemarketing: \$510/M
 Mailing/E-Mail/Telemarketing: \$585/M

*Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.*

GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	48
NH	030-038	47
VT	050-059	20
MA	010-027	204
RI	028-029	38
CT	060-069	118
New England	4.5%	475
NY	100-149	625
NJ	070-089	363
PA	150-196	488
Middle Atlantic	13.9%	1,476
OH	430-458	390
IN	460-479	205
IL	600-629	484
MI	480-499	300
WI	530-549	270
East North Central	15.5%	1,649
MN	550-567	206
IA	500-528	91
MO	630-658	228
ND	580-588	25
SD	570-577	19
NE	680-693	84
KS	660-679	110
West North Central	7.2%	763
DE	197-199	35
MD	206-219	159
DC	200-205	33
VA	220-246	228
WV	247-268	54
NC	270-289	568
SC	290-299	184
GA	300-319	377
FL	320-349	923
South Atlantic	24.1%	2,561
KY	400-427	135
TN	370-385	208
AL	350-369	183
MS	386-397	88
East South Central	5.8%	614
AR	716-729	95
LA	700-714	115
OK	730-749	101
TX	750-799	630
West South Central	8.9%	941
MT	590-599	43
ID	832-838	54
WY	820-831	16
CO	800-816	154
NM	870-884	55
AZ	850-865	213
UT	840-847	53
NV	889-898	62
Mountain	6.1%	650
AK	995-999	9
WA	980-994	200
OR	970-979	123
CA	900-961	1,084
HI	967-968	45
Pacific	13.7%	1,461
United States	99.6%	10,590
U.S. Territories	0.4%	40
Canada	0.0%	0
Mexico	0.0%	0
Other International	0.0%	0
APO/FPO	0.0%	0
Total	100.0%	10,630

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PRIMARY BUSINESS	Postal	Email
Casual Furniture Specialty Store	1,517	782
Catalog/Online Retailer	221	150
Department Store	264	136
Furniture Store	991	528
Garden Center	463	280
Home Center/Hardware Store	406	179
Mass Merchandiser	140	103
Outdoor Hearth & Patio Store	357	208
Pool & Spa/Hot Tub Store	221	68
Other Specialty Store	2,189	1,236

PRIMARY BUSINESS - OTHER

	Postal	Email
Contract Buyer (incls. Hotel/Motel)	181	121
Interior Designer	1,891	1,184
Manufacturer	1,187	750
Supplier	601	498

TITLE	Postal	Email
Buyer	1,060	626
Owner/Partner/President/ Company Officer	6,681	3,927
Store Manager, General Manager, Department Manager, Other Manager	1,870	1,165
Vice President/Director	1,019	560

GROSS ANNUAL SALES VOLUME

	Postal	Email
Less than \$100,000	2,187	1,438
\$100,000 - \$499,999	1,806	1,110
\$500,000 - \$999,999	1,175	694
\$1,000,000 - \$1,999,999	1,154	630
\$2,000,000 - \$4,999,999	1,097	554
\$5,000,000 - \$9,999,999	732	424
\$10,000,000 or more	1,621	859

PRODUCTS DISTRIBUTED, SOLD OR SUPPLIED

	Postal	Email
Barbecues/Grills	2,454	1,470
Billiards/Gaming Equipment	1,022	688
Furniture	6,712	3,875
Children's Play Sets	1,238	815
Christmas/Seasonal Items	3,742	2,226
Garden/Outdoor Accessories	5,519	3,236
Hearth Products	2,399	1,464
Lawn & Garden Supplies	2,482	1,526
Pool & Spa Products	1,466	941
Tableware	3,856	2,282

*Source: Publisher's own data
‡ Call a DM2 Account Executive
for the latest counts.*