


DAYSTAR WHEATON GROUP

Key/Line	Description	Circulation	Call Center Demand per Book	Call Center Orders	Call Center Response %	Call Center Demand	Call Center Avg Order	Internet Demand per Book	Internet Orders	Internet Response %	Internet Demand	Internet Avg Order	Retail Demand per Book	Retail Orders	Retail Response %	Retail Demand	Retail Avg Order	Total Demand per Book	Total Orders	Total Response %	Total Demand	Total Avg Order	Profit per Piece mailed	Profit	Forecast Demand per Book Optimistic	Forecast Demand per Book Realistic	Forecast Demand per Book Conservative	
Total		224,976	\$1.62	5,267	2.54%	58,494	\$99.62	11.01	3,327	1.48%	4,226,479	\$277.47	554	6.05%	4,231,677	\$57.00	12,767	9,158	4.07%	4,244,408	457.88	\$0.53	\$119,590	\$3.95	\$3.68	\$3.25		
ABC274	Buyer Segment 1	2,594	\$4.02	144	5.55%	\$10,514	\$73.01	\$5.42	210	8.33%	\$14,204	\$67.52	80	10.00%	\$570	\$57.00	99	374	14.26%	\$25,672	\$69.39	\$4.11	\$10,613	\$4.14	\$11.20	\$11.64		
ABC280	Buyer Segment 2	6,997	\$8.49	49	0.70%	\$3,217	\$65.65	\$0.53	15	0.79%	\$3,663	\$66.99	40	4.00%	\$421	\$10.53	110	104	1.54%	\$7,310	\$69.89	\$0.13	\$2,207	\$1.59	\$1.40	\$1.23		
ABC290	Buyer Segment 3	3,999	\$0.04	2	0.00%	\$129	\$64.64	\$0.30	13	0.42%	\$957	\$73.34	80	0.03%	\$8	\$84.10	80	10	0.52%	\$1,141	\$71.30	\$0.07	\$2,064	\$0.53	\$0.49	\$0.43		
ABC291	Buyer Segment 4	3,327	\$8.88	419	12.59%	\$29,531	\$70.48	\$5.48	274	8.24%	\$18,249	\$66.59	80	1.02%	\$2,132	\$62.50	\$15,000	727	21.85%	\$49,913	\$68.68	\$6.65	\$22,133	\$21.43	\$20.00	\$17.69		
ABC292	Buyer Segment 5	6,999	\$0.28	62	0.94%	\$3,633	\$61.89	\$0.41	40	0.61%	\$2,682	\$67.05	80	1.15	\$6	\$6.24	\$974	\$60.98	\$1.14	118	1.79%	\$7,492	\$64.48	\$0.28	\$1,860	\$1.34	\$1.28	
ABC293	Buyer Segment 6	8,992	\$0.52	36	0.74%	\$2,668	\$74.11	\$0.46	20	0.52%	\$2,268	\$88.49	80	0.3	4	\$0.89	\$162	\$60.60	\$1.04	64	1.35%	\$5,976	\$76.95	\$0.31	\$1,619	\$1.48	\$1.38	
ABC300	Buyer Segment 7	4,110	\$1.12	52	1.26%	\$4,613	\$88.72	\$0.72	31	0.75%	\$3,074	\$99.18	80	0.12%	\$314	\$62.88	\$80	2,144	\$8.00	\$90.94	\$0.12	\$503	\$5.78	\$2.59	\$2.29			
ABC304	Buyer Segment 8	8,508	\$2.94	281	3.30%	\$25,058	\$89.17	\$1.90	267	3.14%	\$16,189	\$60.63	80	0.22	33	\$0.39	\$1,877	\$58.88	\$5.07	58	6.83%	\$43,116	\$74.22	\$1.68	\$14,328	\$2.24	\$5.78	\$5.56
ABC305	Buyer Segment 9	1,623	\$2.14	38	2.10%	\$3,427	\$102.07	\$1.15	32	1.98%	\$1,914	\$58.04	80	0.8	7	\$2.26	\$24	\$28.12	\$3.24	78	4.19%	\$5,564	\$29.48	\$0.82	\$1,343	\$9.78	\$4.44	\$3.83
ABC319	Buyer Segment 10	1,433	\$0.61	20	1.40%	\$858	\$42.91	\$0.56	21	1.47%	\$1,370	\$65.23	80	0.00%	\$0	\$0.00	\$0	\$0.00	\$1.52	41	2.86%	\$2,228	\$54.34	\$0.07	\$1,014	\$2.22	\$2.07	\$1.83
ABC320	Buyer Segment 11	5,690	\$0.48	43	0.84%	\$2,449	\$56.95	\$0.32	28	0.51%	\$1,682	\$64.69	80	0.08	7	\$1.44	\$323	\$46.43	\$0.88	78	1.49%	\$4,458	\$58.63	\$0.41	\$2,099	\$1.29	\$1.17	\$1.03
ABC321	Buyer Segment 12	16,494	\$0.52	139	0.82%	\$9,118	\$67.47	\$0.38	81	0.53%	\$6,272	\$88.34	80	0.08	15	\$0.04	\$983	\$65.52	\$0.94	241	1.46%	\$16,364	\$67.96	\$0.35	\$5,838	\$1.42	\$1.32	\$1.17
ABC334	Buyer Segment 13	2,427	\$6.27	208	8.33%	\$15,513	\$75.31	\$4.48	169	6.67%	\$11,864	\$71.99	80	0.13	5	\$0.24	\$812	\$163.84	\$11.44	174	15.20%	\$28,194	\$24.98	\$4.88	\$11,594	\$16.29	\$15.04	\$13.43
ABC335	Buyer Segment 14	1,451	\$3.56	76	5.24%	\$5,104	\$67.90	\$3.24	72	4.96%	\$4,702	\$65.35	80	0.2	6	\$0.14	\$337	\$56.15	\$7.03	154	10.61%	\$10,200	\$66.25	\$2.65	\$3,868	\$9.38	\$8.27	\$7.29
ABC336	Buyer Segment 15	1,924	\$0.64	21	1.09%	\$1,222	\$58.41	\$0.72	21	1.09%	\$1,404	\$66.82	80	0.02	1	\$0.00	\$24	\$29.37	\$1.38	41	2.23%	\$2,699	\$61.84	\$0.16	\$1,300	\$1.92	\$1.84	\$1.64
ABC334	Buyer Segment 16	5,427	\$0.48	28	0.51%	\$2,145	\$74.71	\$0.15	4	0.07%	\$523	\$130.63	80	0.02	2	\$0.04	\$0	\$43.68	\$0.13	38	0.64%	\$2,777	\$73.33	\$0.00	\$3,213	\$0.72	\$0.68	\$0.66
ABC334	Buyer Segment 17	3,250	\$7.18	344	10.58%	\$23,349	\$67.85	\$7.97	408	12.55%	\$25,778	\$63.13	80	0.24	13	\$0.40	\$790	\$61.14	\$15.38	768	23.54%	\$49,988	\$65.24	\$6.88	\$22,119	\$21.94	\$20.47	\$18.07
ABC336	Buyer Segment 18	402	\$0.01	0	0.00%	\$0	\$0.00	\$0.00	0	0.00%	\$0	\$0.00	80	0.00%	\$0	\$0.00	\$0.00	0	0.00%	\$4	\$4.25	\$0.00	\$4,340	\$0.00	\$0.00	\$0.00		
ABC337	Buyer Segment 19	1,252	\$1.92	58	3.11%	\$3,263	\$57.97	\$1.98	48	2.80%	\$3,464	\$70.70	80	0.16	5	\$0.20	\$287	\$52.47	\$4.00	112	6.39%	\$7,114	\$63.51	\$1.18	\$2,268	\$5.80	\$5.40	\$4.78
ABC338	Buyer Segment 20	14,028	\$9.71	128	0.89%	\$9,694	\$81.33	\$0.51	75	0.57%	\$7,164	\$95.15	80	0.11	28	\$0.24	\$1,552	\$55.42	\$1.14	224	1.58%	\$18,716	\$83.93	\$0.19	\$2,609	\$1.90	\$1.77	\$1.56
ABC378	Buyer Segment 21	6,462	\$0.52	76	1.18%	\$3,289	\$49.86	\$0.50	41	0.63%	\$3,238	\$79.01	80	0.08	10	0.15%	\$500	\$50.24	\$1.18	127	1.96%	\$7,531	\$59.30	\$0.27	\$1,720	\$1.66	\$1.52	\$1.37
ABC374	Dental Segment 1	9,551	\$0.72	114	1.19%	\$7,564	\$66.35	\$0.72	97	1.02%	\$7,347	\$75.74	80	0.13	25	0.26%	\$1,200	\$48.21	\$1.04	238	2.47%	\$16,116	\$68.29	\$0.01	\$600	\$2.41	\$2.24	\$1.99
ABC375	Dental Segment 2	3,584	\$2.84	172	4.80%	\$10,404	\$59.10	\$2.96	134	3.74%	\$7,262	\$55.13	80	0.08	6	\$0.17%	\$328	\$54.33	\$4.94	314	8.71%	\$17,688	\$52.23	\$1.54	\$5,825	\$2.13	\$6.68	\$5.84
ABC374	Dental Segment 3	1,691	\$2.01	62	3.66%	\$3,651	\$55.51	\$1.75	49	2.66%	\$3,053	\$67.21	80	0.28	18	0.17%	\$499	\$61.71	\$4.11	113	6.86%	\$6,980	\$60.74	\$1.31	\$2,674	\$5.50	\$4.86	\$4.68
ABC377	Dental Segment 4	4,537	\$2.38	154	3.39%	\$10,721	\$69.62	\$1.10	94	2.07%	\$5,011	\$53.31	80	0.23%	34	0.23%	\$1,488	\$43.67	\$3.39	289	6.22%	\$17,217	\$61.05	\$1.05	\$4,752	\$5.42	\$5.06	\$4.48
ABC378	Dental Segment 5	42,310	\$0.12	86	0.20%	\$5,113	\$60.01	\$0.12	65	0.15%	\$5,181	\$79.71	80	0.02	0	\$0.00	\$728	\$72.94	\$0.20	161	0.38%	\$11,072	\$68.77	\$0.22	\$3,428	\$0.72	\$0.33	\$0.31
ABC379	Dental Segment 6	4,269	\$1.82	1,168	27.58%	\$79,168	\$68.27	\$1.45	211	4.99%	\$44,517	\$69.23	80	0.04	99	2.35%	\$6,728	\$67.88	\$23.80	1,464	34.82%	\$100,462	\$68.39	\$11.08	\$46,418	\$24.12	\$21.83	\$20.18
ABC380	Dental Segment 7	5,160	\$0.72	45	0.87%	\$3,924	\$87.20	\$0.31	25	0.39%	\$1,599	\$79.98	80	0.07	2	\$0.02%	\$151	\$75.48	\$1.10	67	1.30%	\$5,679	\$84.69	\$0.30	\$1,549	\$1.17	\$1.29	\$1.29
ABC393	Dental Segment 8	4,140	\$0.44	33	0.80%	\$1,814	\$54.96	\$0.12	8	0.22%	\$541	\$60.32	80	0.08	6	0.14%	\$363	\$60.80	\$0.68	48	1.16%	\$3,721	\$56.70	\$0.52	\$2,163	\$0.94	\$0.88	\$0.77
ABC394	Dental Segment 9	8,903	\$0.28	38	0.39%	\$2,458	\$71.36	\$0.51	50	0.63%	\$4,724	\$94.58	80	0.01	1	\$0.01%	\$60	\$65.09	\$0.84	62	1.03%	\$7,296	\$78.38	\$0.44	\$3,563	\$1.17	\$1.08	\$0.96
ABC395	Dental Segment 10	3,202	\$0.41	15	0.47%	\$1,370	\$91.36	\$0.20	10	0.31%	\$651	\$65.09	80	0.02	7	0.06%	\$78	\$38.07	\$0.66	27	0.84%	\$2,099	\$77.25	\$0.52	\$1,671	\$0.94	\$0.83	\$0.74
ABC396	Dental Segment 11	2,341	\$2.13	20	0.99%	\$4,971	\$21.01	\$1.63	48	2.05%	\$3,889	\$79.12	80	0.02	1	0.17%	\$158	\$39.51	\$3.83	122	5.21%	\$8,936	\$73.25	\$1.06	\$4,428	\$5.45	\$5.09	\$4.48
ABC397	Dental Segment 12	9,059	\$6.32	888	9.80%	\$57,252	\$64.48	\$2.59	352	3.92%	\$33,463	\$66.09	80	0.23	120	1.23%	\$5,722	\$47.29	\$9.54	1,363	15.00%	\$86,456	\$61.43	\$3.02	\$35,526	\$13.63	\$11.22	\$11.22
ABC398	Dental Segment 13	5,821	\$0.11	13	0.22%	\$244	\$58.73	\$0.12	11	0.19%	\$200	\$63.04	80	0.02	2	\$0.05%	\$98	\$31.87	\$0.17	21	0.46%	\$1,165	\$57.85	\$0.22	\$4,121	\$0.38	\$0.36	\$0.32
ABC399	Dental Segment 14	18,325	\$0.72	212	1.15%	\$14,572	\$68.72	\$0.99	252	1.39%	\$17,483	\$68.58	80	0.09	33	0.18%	\$1,600	\$48.72	\$1.83	500	2.72%	\$33,669	\$67.32	\$0.05	\$1,211	\$2.62	\$2.44	\$2.18