PLAYBOY catalog

Don't be Shy! See what Playboy's got in store for you.

177,000 12-Month buyers

Choose form:
- Novelties
- Lingerie
- Books/Tapes/CD's
- Video
- Women's Apparel
- Men's Apparel
- Playboy Branded Products
- Collectibles

Average Age: 33
Income: $35K
72% college educated
55% married

To find out more of what Playboy has in store, contact:

Robin Lyons 203-532-3720 rlyons@ix.directmedia.com
Laura Tartaglia 203-532-3845 ltarta@ix.directmedia.com
Rashid Dar 203-532-2552 rasda@ix.directmedia.com

ACXIOM® DirectMedia
List Brokerage & Management
200 Pemberwick Road • Greenwich, CT 06830 • 203-532-1000

980420