

**CATALOG BUYERS OF GENERAL MERCHANDISE ITEMS
POSTAL AND EMAIL**

12/20/2017

025A

List Broker Discount 25% - More Information

2,894,725 Low and Medium Priced Items Buyers \$95.00/M
 1,765,255 High Ticket Buyers \$95.00/M
 1,220,706 Opt-In Email Addresses \$135.00/M

***TITLE**

Catalog Buyers of General Merchandise Items

DESCRIPTION

Mail Order Buyers Who have purchased within the last 12 months. Items range from Hardware, Automotive Parts, Health and Beauty Aids, to Vitamin and Nutritional Supplements, Magazine Subscriptions, Clothing & Apparel, or Computer Software.

PROFILE

Average Age: 46
 Average Income: \$57,000.00
 Average Net Worth: \$100,000.00

SOURCES

Surveys
 Mail Order Campaign
 Telemarketing
 Questionnaires
 Subscriptions
 Direct Mail
 Proprietary Sources
 Opt-In Email

Guaranteed 95% Deliverable | MINIMUM ORDER: 5,000 RECORDS

Updated Quarterly

Last Update: 12/2017
 Next Update: 3/2018

Delivery: Within 24 Hours
 Shipping & Handling: \$25.00 Flat Rate



data owner:



ws ponton
 DATA + MARKETING SOLUTIONS | 100 YEARS

Counts thru 12/2017

DATE

12/2017 UPDATED
 12/2017 CONFIRMED

UNIT OF SALE

\$125.00 AVG. LOW AND MEDIUM
 \$500.00 AVG. HIGH PRICED

GENDER

65% MALE
 35% FEMALE

SOURCES

DIRECT RESPONSE
 DIRECT MAIL
 OPT-IN EMAIL

ADDRESSING

4 - UP CHESHIRE
 P.S. LABELS
 3 1/2 DISKETTE
 CD ROM
 E - MAIL / FTP
 EMAIL - DEPLOYMENT
 EMAIL - PERSONALIZATION

SELECTIONS

| | |
|----------------------|-----------|
| AGE | N/C |
| INCOME SELECT | N/C |
| PHONE NUMBER | \$20.00/M |
| ZIP/SCF/COUNTY/STATE | \$7.00/M |
| P.S. LABELS | \$10.00/M |
| 3 X 5 INDEX CARDS | \$35.00/M |
| 3 1/2 DISKETTE | \$50.00/F |
| CD ROM | \$50.00/F |
| E - MAIL / FTP | \$50.00/F |

ADDITIONAL SELECTIONS

| | |
|-------------------------|-----------|
| NET WORTH | \$10.00/M |
| GENDER | \$5.00/M |
| KEY CODING | \$5.00/M |
| CARRIER RT. SORT. | \$10.00/M |
| BAR CODING | \$10.00/M |
| EMAIL - DEPLOYMENT | \$25.00/M |
| EMAIL - PERSONALIZATION | \$25.00/M |

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