

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

6/20/2018

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: 6/2018  
 Next Update: 9/2018

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



**data owner:**



**ws ponton**  
 DATA + MARKETING SOLUTIONS | 100 YEARS

**Counts thru 6/2018**

**DATE**

6/2018 UPDATED  
 6/2018 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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