


HANDYMEN POSTAL AND EMAIL		9/20/2017	041A
List Broker Discount 25% - More Information		Counts thru 9/2017	
236,482	Total Handyman	\$85.00/M	
172,918	With Phone Numbers	\$105.00/M	
*TITLE		DATE	
Handymen		9/2017 UPDATED	
		9/2017 CONFIRMED	
DESCRIPTION		UNIT OF SALE	
Hobbyist and Do-It-Yourselfers, at home addr., who have worked on their homes, autos, etc. Many have done small improvements to their homes and autos. Many have purchased tools, books and videotapes and types of "How-To" manuals and workshop products.		\$50.00 AVERAGE	
PROFILE		GENDER	
Average Age:	51	97% MALE	
Average Income:	\$50,000.00	3% FEMALE	
Average Net Worth:	\$100,000.00	SOURCES	
SOURCES		DIRECT RESPONSE	
Direct Mail		DIRECT MAIL	
Subscriptions		OPT-IN EMAIL	
Telemarketing		ADDRESSING	
Mail Order Companies		4 - UP CHESHIRE	
Catalogs		P.S. LABELS	
Questionnaires		3 1/2 DISKETTE	
Seminar Attendees		CD ROM	
Proprietary Sources		E - MAIL / FTP	
Opt-In Email		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
Guaranteed 95% Deliverable MINIMUM ORDER: 5,000 RECORDS		contact:	
Updated Quarterly		800-628-7806 usa	
Last Update:	9/2017	800-541-8540 canada	
Next Update:	12/2017	412-782-1109 fax	
Delivery: Within 24 Hours		412-782-2360 in pa	
Shipping & Handling: \$25.00 Flat Rate		sales@wsponton.com	
data owner:		www.wsponton.com	
		3030 william pitt way	
		pittsburgh pa 15238	
 ws ponton DATA + MARKETING SOLUTIONS 100 YEARS			