

HANDYMEN POSTAL AND EMAIL

041A

List Broker Discount 25% - More Information

236,482 Total Handyman \$85.00/M
172,918 With Phone Numbers \$105.00/M

***TITLE**

Handymen

DESCRIPTION

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.

PROFILE

Average Age: 51
Average Income: \$50,000.00
Average Net Worth: \$100,000.00

SOURCES

Direct Mail
Subscriptions
Telemarketing
Mail Order Companies
Catalogs
Questionnaires
Seminar Attendees
Proprietary Sources
Opt-In Email

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

Updated Quarterly

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

Updated

Quarterly

UNIT OF SALE

\$50.00 AVERAGE

GENDER

97% MALE
3% 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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