

**WOMEN NEEDLEWORK BUYERS  
POSTAL and EMAIL**

9/20/2017

185A

List Broker Discount 25% - More Information

108,249 Total Women Needlework Buyers \$105.00/M  
45,140 Opt-In Email Addresses \$145.00/M

**Counts thru 9/2017**

**DATE**

9/2017 UPDATED  
9/2017 CONFIRMED

**UNIT OF SALE**

\$35.00 AVERAGE

**GENDER**

100% 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

**TITLE**

**Women Needlework Buyers**

**DESCRIPTION**

Mail responsive women who are needlework enthusiasts and have purchased products for their hobby through the mail. Many of these women are needlework club members, attend seminars, and subscribe to various types of needlework related publications.

**PROFILE**

Average Age: 67  
Average Income: \$34,000.00  
Average Net Worth: N/A

**SOURCES**

Direct Mail  
Mail Order Companies  
Telemarketing  
Subscription Lists  
Membership Rosters  
Opt-In Email  
Surveys  
Seminar Attendees  
Catalogers  
Proprietary Sources

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

**Updated Quarterly**

Last Update: 9/2017  
Next Update: 12/2017

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



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