

# WOMEN NEEDLEWORK BUYERS POSTAL and EMAIL

3/20/2018

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

## 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: 3/2018  
Next Update: 6/2018

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

data owner



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



## Counts thru 3/2018

### DATE

3/2018 UPDATED  
3/2018 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

### **contact:**

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