

**WOMEN WHO BUY THROUGH THE MAIL
POSTAL and EMAIL**

3/20/2018

186A

List Broker Discount 25% - More Information

3,709,068 Total Women who Buy through the Mail \$95.00/M
 3,065,312 With Phone Numbers \$115.00/M
 1,546,681 Opt-In Email Addresses \$135.00/M

Counts thru 3/2018

DATE

3/2018 UPDATED
 3/2018 CONFIRMED

UNIT OF SALE

\$75.00 AVERAGE

GENDER

100% FEMALE
 0% MALE

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 Who Buy Through The Mail

DESCRIPTION

Mail responsive women at home addr. who have made purchases through the mail within the last 12 months. They have purchased a wide range of goods and services through the mail. These purchases have been made via catalog and telephone solicitation. Most of these purchases have been made using a credit card.

PROFILE

Average Age:	47
Average Income:	\$53,000.00
Average Net Worth:	N/A

SOURCES

Direct Mail
 Mail Order Companies
 Telemarketing
 Investment Questionnaires
 Subscriptions
 Catalogers
 Membership Rosters
 Proprietary Sources
 Opt-In Email

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

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