WOMEN WHO BUY THROUGH THE MAIL
POSTAL and EMAIL

List Broker Discount 25% - More Information

Counts thru 6/2018

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

DATE
6/2018 UPDATED
6/2018 CONFIRMED

TITLE
Women Who Buy Through The Mail

UNIT OF SALE
$75.00 AVERAGE

GENDER
100% FEMALE
0% MALE

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.

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

PROFILE

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

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

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

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

Updated Quarterly
Last Update: 6/2018
Next Update: 9/2018

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

DMA Member

data owner

WS ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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