

**CATALOG BUYERS OF GENERAL MERCHANDISE ITEMS
POSTAL AND EMAIL**

025A

List Broker Discount 25% - More Information

2,894,725 Low and Medium Priced Items Buyers \$95.00/M
 1,765,255 High Ticket Buyers \$95.00/M
 1,220,706 Opt-In Email Addresses \$135.00/M

Updated

Quarterly

UNIT OF SALE

\$125.00 AVG. LOW AND MEDIUM
 \$500.00 AVG. HIGH PRICED

GENDER

65% MALE
 35% 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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***TITLE**

Catalog Buyers of General Merchandise Items

DESCRIPTION

Mail Order Buyers Who have purchased within the last 12 months. Items range from Hardware, Automotive Parts, Health and Beauty Aids, to Vitamin and Nutritional Supplements, Magazine Subscriptions, Clothing & Apparel, or Computer Software.

PROFILE

Average Age: 46
 Average Income: \$57,000.00
 Average Net Worth: \$100,000.00

SOURCES

Surveys
 Mail Order Campaign
 Telemarketing
 Questionnaires
 Subscriptions
 Direct Mail
 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