

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

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

Updated

Quarterly

TITLE

Women Who Buy Through The Mail

UNIT OF SALE

\$75.00 AVERAGE

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.

GENDER

100% FEMALE
0% MALE

PROFILE

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

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

SOURCES

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

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

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

Updated Quarterly

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



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