

BuyerShare Catalog Buyers –ALEXA ENHANCED New List

SEGMENTS

February 2010

348,675	12 Month Catalog Buyers	\$90/M*
188,339	4-6 Month Catalog Buyers	
41,578	L/ 30 DAY BUYERS	
50,591	L/ 31-60 DAY BUYERS	

\* + \$8/M ALEXA DATA

DESCRIPTION

Brand new-AVAI LABLE TO ALEXA MEMBERS ONLY...

This dynamic new file identifies recent BuyerShare customers who are also represented in the ALEXA Database of catalog buyers.

With a 95% test to continuation rate, the BuyerShare Masterfile continues to be one of the most responsive lists on the market.

This ALL NEW file offers mailers the opportunity to tap a unique source of catalog buyers with a wide array of selects unique to the ALEXA database.

ADDITIONAL SELECTS AVAILABLE (+\$10/M per select):

RECENCY  
 FREQUENCY  
 PRODUCT  
 DOLLAR (cum, last, avg)  
 PRODUCT CATEGORIES:

- Children
- Home Décor
- Food
- Garden
- Gifts
- Household
- Jewelry
- Mens Apparel
- Personal Care
- Pets
- Plus-Size
- Recreational
- Shoes
- Travel

DEMOGRAPHIC SELECTS AVAILABLE (+\$10/M) Inquire for data elements & counts

OMIT MAILER'S HOUSEFILE: \$50/L

100% Direct Mail Sold, these catalog buyers spend an average of \$100. All are credit card holders, with an average age of 40, and Household Income of \$75,000.

This file will work for merchandise offers for fashion, home & garden, food, entertainment, health, beauty and children's products; financial, insurance and subscription services and fundraising appeals.

Sample mailing piece required.

We believe information provided herewith to be correct but cannot guarantee the accuracy or results of the marketing campaign.

SELECTS

RECENCY	\$10.00/M
DOLLAR SELECT	\$10.00/M
PRODUCT	\$10.00/M
MULTI-BUYERS	\$10.00/M
GENDER/SEX	\$7.50/M
STATE/SCF/ZIP	\$7.50/M
ZIP TAPE SET-UP	\$35.00/F

UNIT OF SALE INFORMATION:	
HIGH	\$100.00
AVERAGE	\$60.00
LOW	\$25.00

GENDER PROFILE	
MALE	35%
FEMALE	65%

AVERAGE INCOME	\$75,000
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MINIMUM ORDER	10,000
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REUSE	INQUIRE
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CANCELLATION FEE	\$50/F
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KEY CODING	INQUIRE
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ADDRESSING:

EMAIL/FTP	\$50.00/F
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RUN CHARGES	\$7.50/M
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