

BuyerShare Catalog Buyers –ALEXA ENHANCED

SEGMENTS

Sept 2010

339,541	12 Month Catalog Buyers	\$90/M*
172,623	4-6 Month Catalog Buyers	
38,766	L/ 30 DAY BUYERS	
47,098	L/ 31-60 DAY BUYERS	

* + \$8/M ALEXA DATA

DESCRIPTION

Brand new-AVAILABLE 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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