



BuyerShare Masterfile - Direct Response Buyers

January 2012

SEGMENTS

1.393,608 Universe	\$85.00/M BASE
262,939 Monthly Hotline (Dec'11)	+ \$20.00 /M
469,213 60 Day Hotline	+ \$15.00 /M
628,878 90 Day Hotline	+ \$10.00 /M
548,002 Internet Buyers	+\$35.00/M

DESCRIPTION

Direct response buyers using credit cards; spend an average of \$80 on merchandise including products for home, family, health, beauty, diet, exercise and entertainment. 100% mail order buyers.

Product Categories Available @ \$10.00/M - Inquire for counts

Home & Family
 Personal Improvement
 Men's Products
 Home Entertainment

Having responded to Telemarketing, Direct Mail, Internet and Television promotions, these consumers spend an average of \$80 for a wide array of merchandise including products for cooking, health, beauty, diet and exercise. Other products purchased include collectibles, household goods, video and music.

These active, impulsive buyers want what's new and innovative. Their interests and attitudes are ideal for a variety of direct mail offers including home & health care products, apparel, credit cards, financial & insurance, continuity, fundraising and subscriptions.

Profile: Average age is 40, with Household Income AVERAGE OF \$75,000.

Sample mailing piece required.

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

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SELECTS

\$100+ BUYERS	\$20.00 /M
\$25+ BUYERS	\$10.00 /M
\$50+ BUYERS	\$15.00 /M
30 Day Hotline	\$20.00 /M
60 Day Hotline	\$15.00 /M
90 Day Hotline	\$10.00 /M
Credit Card Buyers	\$10.00 /M

Gender/Sex	\$7.50 /M
PRODUCT CATEGORY SELECTS:	10.00 /M

Home & Family Products	
Entertainment Products	
Men's Products	
Personal Improvement Products	
State	\$7.50 /M
SCF	\$7.50 /M
Zip	\$7.50 /M
Zip Tape Set-up	\$35.00 /F

UNIT OF SALE INFORMATION

High:	\$100.00
Average:	\$80.00
Low:	\$25.00

GENDER PROFILE

Male:	35%
Female:	65%

AVERAGE INCOME

Value:	\$75,000
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MINIMUM ORDER

Quantity:	10,000
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REUSE

Please inquire

CANCELLATION

Charges:	\$50.00 /F
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KEY CODING

Please inquire

ADDRESSING

CARTRIDGE	\$30.00 /F
DISKETTE	\$30.00 /F
EMAIL	\$50.00 /F
MAG TAPE	\$30.00 /F
RUN CHARGE	\$7.50 /M
SPECIAL FUNDRAISING RATE	\$70.00 /M
ZIP TAPE	\$35.00 /F

