



BuyerShare Masterfile - Direct Response Buyers

April 2010

SEGMENTS

1,127,964 Universe	\$85.00/M BASE	
187,365 Monthly Hotline (3/10)		+ \$20.00 /M
379,175 60 Day Hotline		+ \$15.00 /M
570,754 90 Day Hotline		+ \$10.00 /M
272,242 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.		
<u>Product Categories Available @ \$10.00/M – Inquire for counts</u>		
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.		
DEMOGRAPHIC ENHANCEMENTS INCLUDING AGE, INCOME, PRESENCE OF CHILDREN. ENHANCED DATA AVAILABLE ON A QUARTERLY BASIS; INQUIRE FOR COUNTS & PRICING.		
We believe information provided herewith to be correct but we cannot guarantee the accuracy or results of the marketing campaign.		
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	SELECTIONS	
	\$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
	Demographic Select	\$10.00/M
	Gender/Sex	\$7.50/M
	PRODUCT CATEGORY SELECTIONS:	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
	MINIMUM ORDER	
	Quantity:	10,000
	REUSE	
	Please inquire	
	CANCELLATION	
	Charges:	\$50.00 /F
	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



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