



## BuyerShare Seniors – Age 55+ Direct Response Buyers

February 2010

### SEGMENTS

346,461 Universe / Base Rate (6 Mo.) \$85.00 /M  
 Jul-Dec 09, Age 55+ +5.00 /M  
*Available by exact age. Contact us for up to date counts*

Fundraisers / Publishers \$70.00 /M

### DESCRIPTION

BuyerShare Active Seniors, age 55 and over, use their credit cards to purchase merchandise for home and family including items related to health, beauty, diet, exercise, and entertainment. 100% direct response buyers, spending an average of \$80.

Some of the items purchased include cooking products, health and beauty aids, collectibles, household goods, music and videos.

These Seniors are active and impulsive, seeking innovative items for practical use and personal comfort. They have spending power and active credit lines, making them ideal prospects for offers for general merchandise, insurance, financial planning, credit cards, books, music, magazines and apparel.

Profile: Average income: \$75,000, mostly homeowners.

Demographic Enhancements: Can select householder age in increments of 10 years, or presence in household in 2 year increments. Please inquire for specific counts. Also available, income, homeownership and more. Can also select lifestyle information like gardening, cooking, pet ownership and more. Please inquire.

The file is updated quarterly.

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

### Contacts:

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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
Demographic Select	\$10.00/M
Gender/Sex	\$7.50/M
Product Category Select:	\$10.00/M
State	\$7.50/M
SCF	\$7.50/M
Zip	\$7.50/M
Zip Tape Set-up	\$35.00/F

Age 55-64	\$10.00/M
Age 65-74	\$10.00/M
Age 75+	\$10.00/M
*Age also available in increments of 2 years. Please inquire for details	Inquire

UNIT OF SALE INFORMATION	
High:	\$100.00
Average:	\$80.00
Low:	\$25.00

GENDER PROFILE	
Male:	35%
Female:	65%

AVERAGE INCOME	
Value:	\$75,000.00

MINIMUM ORDER	
Quantity:	10,000

REUSE  
 Please inquire  
 TELEMARKETING  
 Telemarketing not allowed

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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