



Your Source for Hard-to-Find Technology Solutions

Cyberguys Catalog- Business Product Buyers

January 2012

SEGMENTS

27,113	12 Month Buyers		\$135.00/M
13,580	6 Month Buyers	+	\$10.00/M
6,363	3 Month Buyers	+	\$15.00/M
	Fundraising/Publishers Rate		\$85.00/M

DESCRIPTION

Cyberguys features competitively priced computer components & accessories, peripheral equipment, electronics, & other innovative technology for businesses of all sizes.

These buyers, all at business address, spend an average of \$594.00 on technology for business use. Items purchased include cables & adapters, networking devices, security products, digital & multimedia products.

These tech-savvy business buyers are in charge of recommending, specifying and purchasing equipment to help support office computing & communications. Small to mid-size businesses, government, municipalities and school are highly represented here. The file will reach across a wide range of industries, among them, business services, engineering/accounting/research, health services, wholesale trade, home furnishings and membership organizations.

Overall, the Cyberguys audience responds well to offers for office furniture & supplies, newsletters & publications, as well as financial offers for investment, insurance, and banking services.

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

SELECTS

3 Mo Hotline	\$15.00 /M
6 Mo Hotline	\$10.00 /M
Gender/Sex	\$6.00 /M
Geo	\$6.00 /M
\$1-\$49.99	\$11.00/M
\$50-\$150.00+	\$16.00/M
\$150.00+	\$21.00/M

GENDER PROFILE

Male:	79%
Female:	21%

MINIMUM ORDER

10,000

REUSE

Please inquire

TELEMARKETING

Please Inquire

KEY CODING

Please inquire

ADDRESSING

EMAIL/FTP	\$50 /F
RUN CHARGE	\$10.00 /M
ZIP TAPE	\$20.00 /F



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