

Shop 24/7- Self Improvement Product Buyers

January 2012

SEGMENTS

1,669,145	Universe / Base Rate	\$80.00 /M
94,022	Bi-weekly Hotline	+ \$25.00 /M
176,458	Monthly Hotline	+ \$15.00/M
429,778	90 Day Hotline	+ \$10.00 /M

DESCRIPTION

These armchair shoppers are committed to acquiring products and services designed to improve their personal well being. These avid buyers have responded to national television promotions featuring products to enhance their health & well being, financial stability & personal appearance. They enjoy the convenience and immediacy of shopping '24/7' and simply turn on the television for this satisfaction.

Now you can reach these buyers within days of their most recent transaction to enhance their response to your offer.

Select by product (add \$10/M):

Health & Fitness
Weight Loss
Beauty
Self Help
Education
Business & Finance

Also available: Multi-Buyers (Up-sell): add \$15/M; inquire for Hotline counts

90% Credit card buyers (selectable)
Median Age:50
Average HH Income: \$55K
Average Unit of Sale: \$60

Source: 100% TV Generated

TELEMARKETING IS ALLOWED; PLEASE INQUIRE FOR TERMS & APPROVAL

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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

Bi-Weekly Hotline	\$25.00/M
30 Day Hotline	\$15.00/M
90 Day Hotline	\$10.00/M
Product	\$10.00/M
Cash vs. Credit Card Buyers	\$10.00/M
Demographic Select (Age, Income & More, Inquire)	\$10.00/M
Gender	7.50/M
Presence of Children (by age)	\$10.00/M
Phone Numbers	\$20.00/M

GENDER PROFILE

Male:	25%
Female:	75%

MINIMUM ORDER

Quantity:	10,000
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REUSE

Please inquire

TELEMARKETING

Telemarketing is allowed - Please Inquire

KEY CODING

Please inquire

ADDRESS

CARTRIDGE	\$30.00 /F
DISKETTE	\$30.00 /F
EMAIL/FTP	\$50.00 /F
MAG TAPE	\$30.00 /F
RUN CHARGE	\$7.50 /M
ZIP TAPE	\$35.00/F