

Shop 24/7- Self Improvement Product Buyers

May 2010

SEGMENTS

1,561,002	Universe / Base Rate	\$80.00 /M
95,878	Bi-weekly Hotline	+ \$25.00 /M
174,658	Monthly Hotline	+ \$15.00/M
425,658	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
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