



Your Source for Hard-to-Find Technology Solutions

January 2012

## Cyberguys – Mail Order Buyers of Electronics & Accessories

- 69,667 - 12 Month Buyers \$95/M
- 31,173 - 6 Month Buyers add \$10/M
- 13,388 - 3 Month Buyers add \$15/M
- Fundraisers/Publishers \$85/M

These buyers are purchasing products to enhance their home & personal computing activities, including cables & adapters, ergonomic products, lighting accessories and the latest products to support mobile & travel needs.

This predominantly male audience spends an average of \$100 per order. They love the convenience of shopping through the mail and are constantly on the look-out for the latest & greatest in technology. They respond well to consumer catalog & merchandise offers of general merchandise, electronics, home furnishing, travel accessories, & apparel. These consumers are also excellent prospects for investment, insurance, financial and publishing offers.

Demographics: Average age is 45-50, Income: \$50,000+, 92% married, homeowners.

## Cyberguys Catalog- Business Product Buyers

- 23,117 Last 12 Month Buyers \$135/M
- 13,580 – 6 Month Buyers add \$10/M
- 6,363 – 3 Month Buyers add \$15/M

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.

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



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