

Interests and Behaviors Identify prospects likely to buy your product/service.

Introducing the availability of *personal interests and lifestyle information*. This consumer-supplied data is gathered through personal surveys, questionnaires and product registration cards, and is enhanced with demographics and characteristics. Identify those new prospects most likely to buy your product or service based on their interests and past buying behavior. This insightful information can make the difference between success and failure, and all individuals are mail responsive.

Monthly Hotline (450,000+):
\$65.00/M

Total Universe (75,000,000+):
\$55.00/M

Interest/Lifestyle Selects:
+\$7.50/M

Selections

Dwelling Type	Bank Cardholders
Education	Homeowners
Gender	Occupation
Head of Household	Presence of Children
Home Value	Renters
Household Income	Retail Card Shoppers
Length of Residence	Each \$7.50/M extra
Marital Status	Ethnicity
Median Age	Exact Age
Each \$5.00/M extra	Mail Order Buyers
County	Telephone Numbers
SCF	Each \$10.00/M extra
State	
Each \$5.00/M extra	
Mileage Radius	
ZIP Code	
Each \$6.00/M extra	

Best Uses

Apparel
Catalog
Consumer Products
Credit Cards
Entertainment/Travel
Hobbies
Sporting Goods
Insurance
Investment
Magazine/Newspaper
Restaurant/Fast Food
Retail/Services
Telecommunications

Selections

- Antique Collectors
- Avid Readers *
- Business Travellers
- Cable TV Viewers
- Cellular Phone Users
- Charity Supporters †
- Cooking and Baking
- Diet/Fitness Conscious
- Domestic Travellers
- Electronic Wizards
- Extreme Sports:
Cycling, Fishing, Hunting,
Scuba, Shooting, Skiing
- Family/Cruise
- Vacationers
- Gardening
- Gourmet Food Lovers
- Health & Fitness
- International Travelers
- Investors
- Mechanical Repair
- Motorcyclists
- Music Lovers °
- Outdoor Sports:
Boating, Camping, Golf,
Hiking, Sailing, Tennis
- Pet Owners
- Pilots and Flying
- Enthusiasts
- RV/ATV Owners
- Self Improvement
- Sewing and Quilting
- Snowmobilers
- Sports Fans **
- Sweepstaksters
- Theater/Opera Goers
- Video/Music Buyers
- Wine Purchasers
- Wood/Metal Working

* (Selectable by Interest)
† (Selectable by Cause)
° (Selectable by Type)
** (Selectable by Sport)

Other

Delivery:

- Shipping generally occurs within 48 hours from receipt of all required materials.

Requirements:

- Minimum test: 5,000 names.
- Sample mail piece and mail dates.
- Purchase order or signed order confirmation.
- Prepayment or payment of previous orders if applicable.



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