

## Mail Order Buyers

Reach almost every active mail order buyer.

Compiled from customer response data and enhanced with a large number of selections to target virtually every mail order buyer in the country. These buyers want convenience, lower costs and love “free shipping”. All individuals on this file are active buyers and we even identify multi-mail order buyers. This list provides active mail order buyer information that is updated monthly to bring you the freshest buying information possible.

Monthly Hotline: (1,500,000+)  
**\$60.00/M**

Total Universe: (100,000,000+)  
**\$50.00/M**

Multi-Buyers  
**+\$5.00/M**

### Selections

Dwelling Type	County	Bank Cardholders	Ethnicity
Education	SCF	Homeowners	Exact Age
Gender	State	Number of Children	Mail Responsive Donors
Head of Household	<b>Each \$5.00/M extra</b>	Occupation	PRIZM <sup>®</sup> NE
Home Value		Presence of Children	Telephone Numbers
Household Income	Mileage Radius	Renters	<b>Each \$10.00/M extra</b>
Length of Residence	ZIP Code	Retail Card Shoppers	
Marital Status	<b>Each \$6.00/M extra</b>	<b>Each \$7.50/M extra</b>	Children’s Ages
Median Age			<b>\$15.00/M extra</b>
<b>Each \$5.00/M extra</b>			

### Best Uses

Books/Music	Consumer Products	Gardening	Investment/Finance
Catalog	Crafts/Hobbies	Gifts/Apparel	Magazine/Newspaper
Children’s Products	Electronics/Photography	Health/Fitness	Pet Products
Collectibles	Entertainment/Travel	Hi-Tech Products	Retail/Services

### 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.



[Printable Version](#)