



SEGMENTS

189,980,682	Total Universe /Universe Rate	\$70.00/M
123,245,650	Total Households	\$70.00/M

DESCRIPTION

Not all data is the same. By securing access to the industry's Top Data Assets, Market Approach can help you maximize and optimize your campaign goals. With over 123MM Households and 190MM individuals, selectable at many levels, let us work with you to penetrate and reach your target audience.

Don't see what you are looking for? Please ask. With hundreds of demographics, geographic, lifestyle, behavioral & transactional pieces the right match is available for you. Too many selects to choose from, let us profile your current customer base and create a custom targeted audience model for you. Inquire for more information on how we can help.

This file would work well for a variety of offers including: Financial, Health, Publishing, General Merchandise, Apparel, Home Decor and more.

DATE

UPDATED	03/19/2021
CONFIRMED	05/07/2021

GENDER

0% MALE 70% FEMALE

SOURCE

Compiled lists, Multi Sourced, Masterfile enhanced, Direct response, Lifestyle questionnaire

ADDITIONAL CHARGES

HH Income	\$5.00/M
Age Indicator	\$3.50/M
Radius Zip/Zip+4+CR Codes	\$5.00/M
Radius Rooftops	\$5.00/M
Dwelling Type	\$2.50/M
Homeowner/Renter Code	\$7.50/M
Number of Adults	\$2.50/M
Number of Children	\$2.50/M
Marital Status	\$2.50/M
Lifestyle	\$12.50/M
Ethnic Code	\$10.00/M
Mail Buyer	\$10.00/M
Religion	\$10.00/M
Minority	\$10.00/M
Language Code	\$10.00/M
Date of Birth	\$5.00/M
Presence of Children	\$7.50/M
Presence of Credit Card	\$20.00/M
Home Value in thousands	\$20.00/M

ADDRESSING

MINIMUM ORDER

5,000

SPECIAL INSTRUCTIONS

List rental agreement and one sample required.

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not allowed

NET NAME ARRANGEMENTS

Net Name is allowed	85%
Min Qty	50,000
Run Charges	\$8.00/M

For More information or ordering contact our Sales Representative:

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