



**SEGMENTS**

100,000,000	Total Universe /Universe Rate	\$90.00/M
100,000,000	Total Households	\$90.00/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: Pet Owners, 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**

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

**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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