

## Coin Collectors and Buyers

367,500 Last 12 Month Buyers  
54,900 with E-mail Addresses

**Description:** This group of buyers has purchased collectible coins via the Internet, specialty catalogs, and/or direct mail. These buyers take pride in their coin collection and search for just the right coins throughout the year. Whether as just a hobby, or gift giving idea, coins are what they are buying. Reach these buyers through direct mail, e-mail marketing, and/or telephone. Monthly hotline available.



**Selections include:** Age, Gender, Income, Recency, Frequency, Dollar Amount, Lifestyle Interest, E-mail Address

**Ideal prospects for:** Collectibles, Specialty Coins, Holiday Promotions, Gifts, Catalogs, Book and Magazine Subscriptions

**BASE (includes all selects) \$80/M**

### MATERIAL CHARGES

E-mail \$50/F

### ADDITIONAL SELECTION CHARGES

SCF	\$5/M
State	\$5/M
Zip Code	\$5/M
Run Charges	\$8/M
E-mail Address	\$85/M
Deployment	\$10/M

Minimum Postal Order: 5,000

Minimum E-mail Order: 20,000

Net Name Policy: Please Inquire

Rental Price is for one time usage

Update Schedule: April 2010

**For all inquiries, counts and orders please contact:**  
Marketing Department  
solutions@datalinedata.com