

DVD and Video Buyers 283,800 Last 12 Month Buyers 28,600 with E-mail Addresses

Description: These buyers have purchased DVD's and videos through the Internet, catalogs, and/or direct mail. Purchases include health, exercise, family features, children's interests, and documentaries. This group of buyers purchases videos and DVD's for their own personal use and entertainment, as well as for family and friends. Reach these buyers through direct mail, e-mail marketing, and/or telephone contact. Monthly hotline available.



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

Ideal prospects for: DVD and Video Clubs, Retail and On-line Movie Rentals, Cable TV and Movie Services, Home Theater Systems, Music Offers, Specialty Catalogs, DVD and Video Equipment, Holiday Promotions, and Gift Items

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
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