

Electronic Product Buyers 405,900 Last 12 Month Buyers 89,800 with E-mail Addresses

Description: These buyers have purchased electronic items for their home and personal use via the Internet, catalog, and/or mail. Purchases include stereo equipment, home entertainment and DVD systems, audio and video products, headphones, and accessories. This group of electronic buyers is interested in the latest devices and can't have too many gadgets or remotes. Reach them 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: TV, Satellite and Cable Services, Wireless Products, Audio and Video Equipment, Home Theaters, Specialty Catalogs, Magazine Subscriptions, Gift Items, Mobile Phone Offers, and Telephone Services

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