

Gourmet Food Gift Basket Buyers 479,500 Last 12 Month Buyers 81,700 with E-mail Addresses

Description: This group of buyers has purchased gourmet food gift baskets via the Internet, specialty catalogs, and/or direct mail. They enjoy gift giving and selecting just the right gift basket for family and friends is a special treat. Gift baskets include fresh fruits, cheese, crackers, nuts, candy, tea, coffee, and confections, just to name a few. 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: Gifts, Specialty Catalogs, Gourmet Food Offers, Birthday and Anniversary Clubs, National and Local Retail Gourmet Shops, Holiday Specials

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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