

## Music Buyers

211,900 Last 12 Month Buyers  
27,500 with E-mail Addresses

**Description:** These buyers have purchased music through the Internet, catalogs, and/or direct mail. Musical genres include big band, instrumentals, country, and gospel just to name a few. This group of music buyers has purchased music for their own entertainment, as well as for family and friends. Reach these buyers through direct mail, e-mail marketing, and/or telephone. Monthly hotline available.



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

**Ideal prospects for:** Music Clubs, Retail and On-line Music Offers, Home and Portable Sound Systems, Specialty Catalogs, 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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