

## Interests and Behaviors Identify prospects likely to buy your product/service.

Introducing the availability of *personal interests and lifestyle information*. This consumer-supplied data is gathered through personal surveys, questionnaires and product registration cards, and is enhanced with demographics and characteristics. Identify those new prospects most likely to buy your product or service based on their interests and past buying behavior. This insightful information can make the difference between success and failure, and all individuals are mail responsive.

Monthly Hotline (450,000+):  
**\$65.00/M**

Total Universe (75,000,000+):  
**\$55.00/M**

Interest/Lifestyle Selects:  
**+\$7.50/M**

### Selections

|                            |                             |
|----------------------------|-----------------------------|
| Dwelling Type              | Bank Cardholders            |
| Education                  | Homeowners                  |
| Gender                     | Occupation                  |
| Head of Household          | Presence of Children        |
| Home Value                 | Renters                     |
| Household Income           | Retail Card Shoppers        |
| Length of Residence        | <b>Each \$7.50/M extra</b>  |
| Marital Status             | Ethnicity                   |
| Median Age                 | Exact Age                   |
| <b>Each \$5.00/M extra</b> | Mail Order Buyers           |
| County                     | Telephone Numbers           |
| SCF                        | <b>Each \$10.00/M extra</b> |
| State                      |                             |
| <b>Each \$5.00/M extra</b> |                             |
| Mileage Radius             |                             |
| ZIP Code                   |                             |
| <b>Each \$6.00/M extra</b> |                             |

### Best Uses

Apparel  
Catalog  
Consumer Products  
Credit Cards  
Entertainment/Travel  
Hobbies  
Sporting Goods  
Insurance  
Investment  
Magazine/Newspaper  
Restaurant/Fast Food  
Retail/Services  
Telecommunications

### Selections

- Antique Collectors
- Avid Readers \*
- Business Travellers
- Cable TV Viewers
- Cellular Phone Users
- Charity Supporters †
- Cooking and Baking
- Diet/Fitness Conscious
- Domestic Travellers
- Electronic Wizards
- Extreme Sports:  
Cycling, Fishing, Hunting,  
Scuba, Shooting, Skiing
- Family/Cruise
- Vacationers
- Gardening
- Gourmet Food Lovers
- Health & Fitness
- International Travelers
- Investors
- Mechanical Repair
- Motorcyclists
- Music Lovers °
- Outdoor Sports:  
Boating, Camping, Golf,  
Hiking, Sailing, Tennis
- Pet Owners
- Pilots and Flying
- Enthusiasts
- RV/ATV Owners
- Self Improvement
- Sewing and Quilting
- Snowmobilers
- Sports Fans \*\*
- Sweepstaksters
- Theater/Opera Goers
- Video/Music Buyers
- Wine Purchasers
- Wood/Metal Working

\* (Selectable by Interest)  
† (Selectable by Cause)  
° (Selectable by Type)  
\*\* (Selectable by Sport)

### Other

#### Delivery:

- Shipping generally occurs within 48 hours from receipt of all required materials.

#### Requirements:

- Minimum test: 5,000 names.
- Sample mail piece and mail dates.
- Purchase order or signed order confirmation.
- Prepayment or payment of previous orders if applicable.



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