

# ActionBase EMAIL

## Home & Auto Do-It-Yourselfers

2,058,077	Home & Auto DIY @Email	\$120.00/M
186,042	30 Day Email Hotline	+10.00/M
	Postal Addresses	\$95.00/M
	30 Day Postal Hotline	+10.00/M

### Description

These active and resourceful DIY-ers shop at auto supply and big box home improvement stores for ideas, products and services to help with their renovating, decorating and repair projects around the house. Some do their own home improvements and auto work to save money and others because they take pride in their handy work and enjoy being self-reliant. These people turn to DIY magazines and catalogs, related TV programs, the internet and primarily to home improvement and auto supply stores for tips, products and ideas. Many of these DIY-ers have registered their email addresses for customer reward clubs and programs at home & auto stores to receive discounts and special offers. Email addresses were appended to those DIY-ers who did not register at point of sale. These highly responsive individuals are an excellent audience for credit cards, DIY products and services, auto parts and accessories, travel, subscriptions, financial & insurance offers and much more.

### Source

Point of Purchase Transactions.

### Selections

Age .....	5.00/M
Gender .....	5.00/M
Homeowner .....	10.00/M
Income .....	5.00/M
Marital Status .....	5.00/M
Presence of Children .....	5.00/M
Hispanic American .....	10.00/M
DIY - Home .....	5.00/M
DIY - Auto .....	5.00/M
Phones .....	20.00/M

Please inquire for more available selects.

### Addressing

Running Charges.....	8.00/M
FTP Fee .....	50.00/F
E-mail Fee .....	50.00/F
E-mail Transmission .....	300.00/F

### Minimum Order:

**Postal:** 10,000  
**Email:** \$1,700.00

**Payment:** Visa and Mastercard accepted.  
 Pre-payment required for new clients.



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