

# AFRICAN AMERICANS ONLINE

327,992	African Americans Online	\$75.00/M
210,172	12 Month MOB	+5.00/M

## List Description

These African American consumers have opted in to receive promotions from third party marketers via registration on websites that send out discount alerts, entertainment and financial news and maintain product warranty registration. Over 40% of all African Americans access the Internet. They have a median age of 44 and a median household income of \$32,000. Those who shop online are likely to purchase music, video games, books and clothing. African Americans are more likely than the general population to search for health and job information and play games online. Using the wide range of off-line demographic and life-style selections that are available on this list ensures that only those who are most likely to respond receive your offer. Focus USA can also supply postal addresses for these individuals.

**Source: opt in website registration data overlaid with mail order buyer, demographics and action data.**

## Sample Selections (please inquire about others)

Postal Address .....	\$40.00/M	Homeowners .....	5.00/M
State, Zip, SCF .....	5.00/M	Length Of Residence .....	5.00/M
Age .....	6.00/M	Travelers .....	15.00/M
Income .....	6.00/M	Bankcard Holders .....	10.00/M
Gender .....	6.00/M	Sweepstakes Entrants .....	15.00/M
Presence of Children .....	5.00/M	90 Day MOB .....	10.00/M

All data have been verified and recorded, but we cannot guarantee accuracy or mailing results. FOCUS USA is a trademark.

*Please inquire about Customer Profiling, Modeling & Customer Re-Activation Analyses.*



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