

# BUYERS 360°

## African American Catalog Shoppers

	Catalog Shoppers	\$75.00/M
185,364	1 Month Hotline	+10.00/M
	Emails	\$95.00/M
	Phones	+20.00/M

### Description

These direct response catalog shoppers have sought credit in the past 12 months and have made purchases through the mail from more than one merchant. The Buyers 360° African American Catalog Buyers file is your complete multi-channel source for reaching catalog shoppers through direct mail, telemarketing and email. This file is perfect for offers ranging from credit cards, insurance, subscriptions, gifts and catalog promotions that offer a line of credit or deferred payment on merchandise purchased.

### Profile

Average Age:35  
Average Income: \$37,000

### Source

Direct Response.

### Selections

Credit Cards .....	10.00/M
CSI (Credit Score Index) .....	20.00/M
Online Shoppers .....	20.00/M
Retail Shoppers .....	10.00/M
Apparel Shoppers .....	10.00/M
Personal Beauty Care Product Buyers .....	15.00/M
Home Decorating .....	10.00/M
Travelers .....	15.00/M
Magazine Subscribers .....	15.00/M
Health & Fitness Interest .....	15.00/M
Sports Interest .....	15.00/M
Jewelry Shoppers .....	10.00/M

Please inquire for more available selects.

### Addressing

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

**Minimum Order:** 10,000 names



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